3MDG Visibility Guidelines
1. Introduction

This document sets out the updated requirements and guidelines for use of the 3MDG logo and for presenting 3MDG’s visual identity.

Implementing Partners (IPs) are required to publically credit 3MDG-funded activity to the Fund. This requirement is compulsory, and is a condition of funding.

Overview

- **Delivery sites:** providing visibility of the Fund will be through the prominent display of the 3MDG logo, prominent use of the logo on banners, on assets, and through clearly crediting 3MDG on all promotional materials.
- **Attributing funding:** display of the logo should be accompanied by the words “funded by” to clearly mark the role of 3MDG in the project.
- **Events:** Events funded or partially funded by 3MDG should be acknowledged with the use of the logo and the words “funded by” in the event backdrop, brochure and all promotional materials relating to that event.
- **Publications, research and studies:** Publications funded or partially funded by 3MDG require the 3MDG logo with the words “funded by” on the front cover of the document, with an acknowledgement and disclaimer on the inside cover (see wording below).
- **Websites and social media:** On websites and social media, 3MDG is to be clearly credited.
- **Press:** 3MDG funding should be stated clearly in all public and press statements and media coverage. Journalists are to be made aware of 3MDG funding.

Please note that FMO is authorised under the IPs MoA to communicate or publish the name of the IP, the maximum amount of the individual grant, and a description of the activities funded.

2. Use of the 3MDG Logo

When to display the logo:

- At events/trainings/meetings or presentations which are funded or partially funded by 3MDG, the logo should be present and prominent:
  - On event promotional material and invitations
  - On event banners/roll ups
  - On event handouts, agendas
- On vehicles of any kind, which are funded or partially funded by 3MDG, the logo should be present and prominent. This includes cars, trucks, motorcycles, vans or boats.
- On any other funded or partially funded equipment, and/or its packaging. This includes medical equipment and pharmaceuticals.
- Promotional materials produced with 3MDG funding such as brochures, CDs, calendars, posters, newsletters and visibility items such as T-shirts, caps, umbrellas, pens, notebooks, etc
- Cover page of any 3MDG funded or partially funded written materials including reports, publications, research or studies
- Signboards at the project offices or project sites
- Commemorative plaques places on infrastructure, which should include the 3MDG logo and the phrase “supported by 3MDG” in English and Myanmar
- On video and public presentations about 3MDG funded projects

Versions of the logo

There are three official versions of the 3MDG logo. Preference should be given to the full logo (LOGO 1), unless it is used in relation to work in the field (LOGO 2/3 – depending on space). Please see examples below.

a. LOGO 1 – Full Logo, usually accompanied by the words “funded by”

![LOGO 1 - Full Logo](image1)

Or, ONLY where appropriate:

b. LOGO 2- Field Logo

![LOGO 2 - Field Logo](image2)

Please note that this logo also includes the Ministry of Health and Sports logo. Please get in touch with the Communications Unit if you are thinking of using this logo as permission may need to be sought. (tanieleg@unops.org).

c. LOGO 3 - Condensed logo

![LOGO 3 - Condensed logo](image3)
### When to use each logo (samples)

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<th>Logo 1 Uses:</th>
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| - Written materials such as 3MDG-funded reports and presentations.  
  The logo is to appear on the cover page  
- Invitations and agendas of 3MDG funded events  
- Signboards/project activity photo boards at project offices and sites  
- Banners, backdrops and brochures for meetings, briefings, training or other uses  
- Materials produced with 3MDG funding such as CDs, calendars, posters, newsletters, etc.  
- IP website pages featuring 3MDG funded projects, or 3MDG funded programme websites please link to [www.3MDG.org](http://www.3MDG.org)  
- On video and public presentations about 3MDG-funded projects |  |

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<th>Logo 2 Uses:</th>
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| - Infrastructure projects (health centres etc.) The commemorative plaque should include the 3MDG logo and the words “Funded by 3MDG” in English or Myanmar  
- On flags, vehicles, boats, motor cycles, and other equipment funded by 3MDG and used by the FMO or IPs in implementation of activities. In these cases, the logo can also be used with the words, The Three Millennium Development Goal Fund in English or Myanmar language.  
- Visibility items (sometimes in conjunction with Logo 1, for instance, T-shirts) |  |

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<th>Logo 3 Uses</th>
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| - This logo should be used in the same scenarios as above, with the following features:  
  o Space is limited – eg on a pen  
  o The primary logo (1 or 2) is also present – for example, this logo can be used on every page of a publication if one of the primary logos is on the cover  
  o The logo is repeated a number of times in the same space – eg packaging |  |

### The 3MDG logo must NOT be used:

- On activities or materials not funded by 3MDG  
- In any activities or communications which may be associated or aligned to a particular political party or political activity  
- On IPs business cards, stationary, contracts, etc.

**IMPORTANT:** Please contact the Communications Unit ([tanieleg@unops.org](mailto:tanieleg@unops.org)) if you have any queries, for example, in the case where a publication or event has several funders, or if a publication has sensitive content. Always contact the Communications Unit for use of the logo with MOHS.

**How to use the logo**

When using the 3MDG 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 organisations, 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.

Specifications

Colours

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. Reference numbers:
  - Green – Pantone 339, C: 80 M: 7 Y: 62 K: 0
    R0 G153 B153, Hex 009999
  - Blue – Pantone 3165, C: 88 M: 51 Y: 47 K: 23,
    R0 G102 102, Hex 006666,

- **B&W** – for materials printed in black and white, such as newspapers
- **White** – for use on materials with dark-coloured backgrounds

Size

- Minimum size 35mm wide and high (do not distort dimensions)
- Appropriate sizes should be used for site signs and vehicles to ensure visibility.
- When appearing with logos of other organisations, it should be the same size as their logos.

Using the logo (examples)

  a. Meeting/ Event Banner
b. Signboard for 3MDG Project

![Image of Signboard for 3MDG Project]

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c. Publications

![Image of Publication Cover Page]

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3. Materials to be shared with 3MDG FMO Communications

a) IPs are requested to provide the following materials and assistance to the 3MDG communications office:

- Upon signing of the MOA, IPs are required to share the communications plan for the activity, supplying communications focal point contact details
- IPs are required to provide project brief/summary/achievements and photo for www.3MDG.org database page for their project
- The FMO should receive copies of all publications, reports and studies funded by 3MDG
- IPs are required to send one beneficiary success/capacity development stories to the FMO as part of the six monthly reporting
- IPs are required to share five of its best photos, with captions, of activities to the FMO as part of the six monthly reporting in best resolution possible
- IPs are to share copies of any video material generated on the project with the FMO on an ad hoc basis
- IPs are to share copies of any press coverage on the project (in MM language and EN) on an ad hoc basis
- IPs are to facilitate visits of the FMO’s communications team to obtain beneficiary stories

4. Writing about 3MDG

3MDG should be clearly credited:

- In all public and press statements, press conferences and other media coverage. Journalists should be made aware of 3MDG funding
- IP promotional and website/social media material referencing 3MDG funded activities including press releases, success stories and publications should acknowledge 3MDG funding. When a 3MDG funded project is featured on-line, a link is required to www.3MDG.org

Please note that written acknowledgement is also a compulsory requirement for partners who receive financial support from the 3MDG Fund. This acknowledgement can take a brief form, for example – “with funding from Three Millennium Development Goal Fund (3MDG)”; “3MDG-financed” “3MDG-supported.” Wherever possible, the written communication should link to the 3MDG website (www.3MDG.org)

If a longer description is appropriate, please find suitable text below:

In partnership with the Government of Myanmar and other partners, the Three Millennium Development Goal Fund (3MDG) strengthens the national health system at all levels, extending access for poor and vulnerable populations to quality health services. 3MDG has a significant, timely and nationwide impact improving maternal, newborn and child health, combating HIV and AIDS, tuberculosis and malaria, and
health system strengthening to deliver sustainable, efficient and responsive healthcare across Myanmar.

Text for stories for publication referencing IP projects will be agreed upon by FMO with the IP, and IP photos used in public documents will acknowledge the source.

5. Acknowledgements and Disclaimers
An acknowledgement to donors and a disclaimer is to be included in all public 3MDG-funded documents. The following text should be used:

ACKNOWLEDGEMENTS
The Three Millennium Development Goal Fund (3MDG) is funded by Sweden, Switzerland, the United Kingdom and the United States of America, and managed by the United Nations Office of Project Services (UNOPS).

DISCLAIMER
This document has been produced with financial assistance from Sweden, Switzerland, the United Kingdom and the United States of America. The views expressed do not necessarily reflect the official opinion of these donors.

6. Media
Authority to make statements on behalf of 3MDG is limited to Fund Board, and the Fund Director. No IP can make statements on behalf of 3MDG.

Any requests from media received by IPs regarding 3MDG should be referred to Taniele Gofers, 3MDG Communications Officer – tanieleg@unops.org.

6. Translation of Communications Materials
Where possible, all public documents should be translated into Myanmar language simultaneously with English language versions. In the case of inconsistencies between English and Myanmar language publications, refer to the English language version.

3MDG uses the English spelling for Myanmar place names used by the Myanmar Information Management Unit (MIMU). Spellings can be found at http://www.themimu.info

7. For more information please contact:
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UNOPS, 12 (O) Pyi Thu Lane, Seven Mile, Yangon, Myanmar
Website: http://www.3mdg.org/
Facebook: https://www.facebook.com/3MDGfund/