The Three Millennium Development Goal Fund

Visibility Guidelines
(used in combination with the 3MDG Communications Strategy)
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1 Introduction

These visibility guidelines explain how the Three Millennium Development Goal Fund (3MDG) should be presented both visually and in words. It also outlines the respective roles and responsibilities of the Fund Manager, 3MDG’s donors and stakeholders including partners.

To ensure that the Fund’s goals, activities and achievements are communicated with a clear and united vision, it is important these guidelines are applied consistently across all channels, from brochures and the press to online media such as Twitter.

2 Visibility strategy – a two-pronged approach

Distinct approaches are proposed for communications to stakeholder groups, which include, for example the populations within donor countries, as opposed to the general public within Myanmar:

2.1 For situations when 3MDG’s Fund Management Office (FMO) uses donor logos for donor visibility

Visual expressions of funding contributions and Fund success need to be effectively communicated amongst donor governments and taxpayers. Approaches for connecting will differ as these stakeholders are mainly based outside Myanmar and reached by different communication channels.

The necessity to acknowledge and promote the contribution of 3MDG’s donors is recognised by the Fund Manager. In order to ensure maximum accountability and transparency, materials that will be visible to Government authorities, 3MDG partners and the international community will include clear visual and written recognition of the donors as the source of 3MDG funding. Where the nature and size of produced materials allow, similar efforts will be undertaken in communicating to the beneficiaries and general public inside Myanmar.

Donor’s support will be acknowledged in the following ways:

- **The 3MDG website.** Donors support will be recognised on the homepage and a sub-page of the website (under a ‘Donors’ section), echoing our strategy of focusing foremost on the Fund’s benefits and achievements.

- **In 3MDG FMO reports and printed materials:** A statement of donor contribution (as detailed in 5.4) will appear in words on the front of all reports, publications, studies, research and stationery, with donor logos used when practical.

- **In media announcements:** In the ‘Notes to editors’ section of press releases, there will be set wording acknowledging donor’s role and contribution towards the Fund. In addition, donors will be invited to be involved in media events and interviews.

- **At 3MDG external events:** Similarly donors will be promoted at all external events such as interviews, speeches, power point presentations, workshop
signage and materials. Recognition of donor funding will take the shape of brief but specific recognition, visually and verbally.

When donor logos are used they will be displayed in alphabetical order according to their constituency name rather than agency (eg the United Kingdom rather than DFID). All logos should have equal prominence and size.

2.2 For situations when the FMO uses the unifying 3MDG logo in promoting the Fund to the Myanmar public

3MDG has arisen, in part, out of a desire by donors to work together in order to help meet their respective agency’s health objectives while supporting national ownership of, and responsibility for healthcare provision. In line with a unified approach, the one 3MDG logo is intended to encourage this. A disadvantage with showing numerous participatory logos has the potential of creating confusion to the general public concerning the unified Fund. Through harmonisation of the visibility to the public under one logo it helps to keep the Fund’s objectives clear and simple.

For the Myanmar public, the success of the Fund will be measured, in a large part, in terms of the services it delivers. In terms of the visibility of the Fund, the public require a simple, single brand that they can easily recognise and immediately associate with the Fund’s values and goals, as well as a single point of contact if they have any questions or issues. Simple messaging is important in terms of accountability. As a result:

- ‘Public-facing’ communication in the country, such as project leaflets and merchandise, will be visually branded 3MDG, without donor or UNOPS logos. This will ensure that the 3MDG Fund’s visual identity is simple and distinct – a key ingredient for visibility, especially in an already crowded environment. It will also reinforce the message that 3MDG has a single unified vision.

- The primary emphasis in all public communication should be on the benefits and progress of the Fund’s activities.

3 How to describe 3MDG

Please adhere to the correct spelling and descriptions of 3MDG provided below so that we present a consistent, professional and focused image. Note: these messages will be regularly updated, please contact 3MDG Communications for the latest version.

3.1 Spelling and abbreviations of the Fund’s name

- The first time 3MDG is mentioned in any materials its full name should be spelt out as ‘the Three Millennium Development Goal Fund (3MDG)’ – please note the capitalisation and the inclusion of the abbreviation in brackets at the end.

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1. There are some occasions when the Fund needs to be legally represented when communicating to Government authorities. According to the Convention on the Privileges and Immunities in the UN Charter (http://untreaty.un.org/cod/avl/ha/cpiun-cpisa/cpiun-cpisa.html), a host country agrees to certain benefits that ultimately assist the Funds that UNOPS manages and its risks. Its diplomatic status allows UN agencies to tax exemption through customs and excise on imported goods, the facilitation of visas and undertakes risks associated with building and vehicle security and incident management. In this way the UNOPS logo is required to be visible on items such as buildings and legal materials to government authorities.
• **Thereafter** it can be described as ‘3MDG’ or ‘the Fund’, not ‘the 3MDG Fund’ or ‘3MDGF’. For materials aimed at the Myanmar public, our aim is to be more personal so personal terms such as ‘we’ instead of the ‘the Fund’ can be used.

### 3.2 One-line description of 3MDG:

The Three Millennium Development Goal Fund (3MDG) is helping improve the lives of people in Myanmar through provision of health services for women, children and populations at risk or affected by HIV, tuberculosis and malaria. 3MDG is funded and supported by seven international development agencies.

### 3.3 Short description of the Fund:

The Three Millennium Development Goal Fund (3MDG) supports the provision of health services in Myanmar and will contribute towards the country’s efforts to achieve the three health-related Millennium Development Goals. These goals include reducing child mortality, improving maternal health and combating HIV, tuberculosis and malaria. 3MDG places a special emphasis the delivery of maternal, newborn and child quality health services. 3MDG provides support to the Ministry of Health in order to contribute towards the development of a more effective and responsive health system. Established in 2012, the US$300 million, five-year Fund is funded by Australia, Denmark, the European Union, Norway, Sweden, the United Kingdom and the United States of America, and managed by the United Nations Office of Project Services (UNOPS).

### 3.4 Full description of the Fund:

The Three Millennium Development Goal Fund (3MDG) supports the provision of health services in Myanmar and will contribute towards the country’s efforts to achieve the three health-related Millennium Development Goals. These goals include reducing child mortality, improving maternal health and combating HIV, tuberculosis and malaria. 3MDG places a special emphasis upon provision of maternal, newborn and child quality health services. 3MDG is supported by seven international development agencies.

3MDG’s strategic focus and activities include:

- **Prioritising essential maternal, newborn and child health services.** 3MDG funds vital maternal, newborn and child health service delivery. These services are currently reaching more than 1.7 million people in Bogale, Dedaye, Labutta, Mawlamyinegyun, Middle island in Ngapudaw and Pyapon townships in the Ayeyarwady Delta. Services are provided by the Department of Health and five non-governmental organisations. These services will soon be extended across Chin state, Mayway region and beyond.

- **Maintaining support for HIV, tuberculosis and malaria interventions.** 3MDG supports projects aimed at people with or at risk of these communicable diseases who are not covered by other sources. Interventions are focused on harm reduction activities to reduce HIV transmission, active case detection and referral of TB cases to appropriate health care facilities, and providing rapid diagnostic tests and treatment in areas prone for drug resistant malaria. These services are currently provided by two UN agencies, five international and eight local non-governmental organisations, with two community-based organisations.
• **Helping Myanmar’s Ministry of Health provide more equitable, affordable and quality health services that are responsive to the needs of the country’s most vulnerable populations.** This will be achieved by investing in a well-trained health workforce with quality and accessible health facilities that are sufficiently funded to ensure that equipment and medicines are available where and when required. 3MDG will also help Myanmar improve its ability to gather information on health issues and disease outbreaks through improved surveillance and reporting so that resources can be targeted where they are most needed.

*Established in June 2012, 3MDG builds on the success of the Three Diseases Fund and and the Joint Initiative for Maternal Newborn and Child Health investing an estimated US$300 million over five years. 3MDG is funded by Australia, Denmark, the European Union, Norway, Sweden, the United Kingdom and the United States of America, and managed by the United Nations Office of Project Services (UNOPS).*

For further information, visit [www.3mdg.org](http://www.3mdg.org)

### 3.5 Mission and values statements

- **Mission**

  To help Myanmar improve maternal, newborn and child health and reduce communicable diseases in poor and hard-to-reach populations of Myanmar, underpinned by a stronger, more responsive health system.

- **Values** The brand will be rights based. These will reflect the principles of non-discrimination, equality, participation, transparency and accountability and will give high priority to strengthening the voice of the poor and most vulnerable and their ability to claim accountability through building the capacity of civil society and community structures.

  - *Needs-driven* – Support will be prioritised and focused on those people, issues and areas that have the greatest health needs and are most vulnerable.

  - *Non-discriminatory* – Health services will be provided based on equality and equity on the basis of need alone, irrespective of gender, sexual orientation, ethnicity, religion, disability or other personal characteristics.

  - *Transparent* – through transparency and openness, 3MDG can build the population’s knowledge about their rights and strengthen their trust in what they can realistically expect over time.

  - *Accountability* – Communities will be encouraged and given mechanisms in which they can comment on the services and quality of the Fund to ensure that support satisfies needs. Also, to hold stakeholders accountable for service delivery in accordance with values and the human rights based approach of the programme.

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2 Brands are built and gain credibility by bringing their core values to life. Wherever possible, 3MDG’s should demonstrate in its communication that it is living its values, for example by showing in images and words how it is ‘needs-driven’ and meeting those needs impartially.
• **Responsive** – We will enable beneficiaries of 3MDG services to provide us with feedback so we can meet their needs more appropriately, and we will respond quickly to their identified needs.

4  **Branding communication materials**

4.1  **Using the 3MDG logo**

• **About the logo**

Below are the key elements of the logo. Copies of the logo for print and digital application should be obtained from the FMO Communication Unit – *please do not attempt to create the logo from scratch or manipulate current versions*.

Examples of how the logo should be applied to different materials such as letters and PowerPoint presentations can be found in the templates section of this document.

- **Three colour variations**

  There are three colour variations of the logo to accommodate the backgrounds of different materials:

  - Two-colour – the preferred version for all white and complementary light-coloured backgrounds. *These colours should not be changed.*
    
    **Reference numbers:**
    
    - Green – Pantone 339, C: 80 M: 7 Y: 62 K: 0
    - Blue – Pantone 3165, C: 88 M: 51 Y: 47 K: 23

  - B&W – for materials printed in black and white, such as newspapers

  - White – for use on materials with dark-coloured backgrounds

- **Two logo types: for the Myanmar public, and external stakeholders**

  - Logo with wording in Burmese for the Myanmar public. Direct translation of wording, ‘Helping to improve your community’s health’
• Logo without wording for international stakeholders, where appropriate endorsed with the line in English ‘Helping to improve the health of the Myanmar people’.

  o Minimum display 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.

• Where to use the logo with wording for the Myanmar public

This version of the logo should be used on the front of all communication materials that are seen by the Myanmar public. If the logo is used more than once in a communication tool, for example on subsequent pages of a leaflet, just use the logo itself, without any accompanying wording on those pages. Examples of applications of the logo with wording for the Myanmar public include:

  o Materials produced with 3MDG funding such as brochures, CDs, calendars, posters, newsletters, etc. and visibility items such as T-shirts, caps, umbrellas, pens, notebooks, etc
  o Signboards at the FMO offices.
  o Project-specific banners for meetings, trainings or other uses.
  o Infrastructure projects (activity/medical centres, clinics, etc.) funded by 3MDG.
  o Vehicles, boats, motorcycles, and other equipment funded by 3MDG and used by the FMO or partners in implementation of activities.
  o Public presentations on 3MDG projects.

*Note to Partners: these are examples and additional uses may arise in the future. Always check with 3MDG’s Communications Unit for logo use clarifications.*

• Where to use the logo without wording for international stakeholders

This version of the logo should be used on the front of all communication materials aimed at international stakeholders. In certain circumstances and space is available, the line ‘Helping improve the health of the Myanmar people’ can be used. Examples of applications of this logo include:

  o 3MDG website and other digital channels such as Twitter
  o Donor websites and their other digital channels
  o 3MDG letterheads, compliment slips and business cards
  o Any other 3MDG communication materials targeted at stakeholders outside Myanmar.
• Where not to use the 3MDG logo
  o Activities or materials not funded by 3MDG, aside from general organisational reports produced by 3MDG partners.
  o Any activities or communications that may be associated or aligned to a particular political party or political activity.
  o Partner organisation’s business cards, stationery, contracts, etc.

For activities for which 3MDG is one of several donors, 3MDG should be acknowledged verbally, in writing, or by the presence of its logo. The 3MDG logo shall be equal in size and position to the logos of other donors.

The intellectual property rights attached to the logo of 3MDG shall remain at all times with the Fund. File formats of the 3MDG logo are available from the Fund Management Office.

4.2 Typography

• Font type: ‘Calibri’ and ‘Arial’ fonts are the preferred fonts for 3MDG official documents. ‘Knowledge’ font may be used as a standard font for professionally produced reports such as the Progress Report, Annual Report, and newsletters by the Communication Unit.

• Font size for general documents and headings: 11 point

4.3 Photography

• How to bring the brand to life with photography
  o Tell stories through photographs. It should be clear from the types of people in the picture and the setting that the image illustrates one of the three MDGs or efforts to improve the health system. Stories are about problems, solutions and outcomes. Try to capture these three different elements if possible in different photographs.

  o Take action shots of people doing things, not pictures of people standing around, sitting at a workshop or staring at the camera.

  o Try to include the 3MDG logo in the photograph, for example in the background.

• Gaining consent – especially for images of children
  o For photographs involving children under the age of 18, written or verbal consent must be obtained from the children’s parents or legal guardians (eg head teacher or monk)

  o For all other people obtain written or verbal consent whenever possible.
If a professional photographer is hired, the photographer also needs to sign a photographer’s consent form.

Consent forms are available from the FMO Communications Unit in both Burmese and English.

- **Protecting vulnerable groups**

  Take extreme care when photographing people whose identity needs to be protected such as those living with HIV, sex workers and their clients, prisoners, rape victims, refugees and migrants. It will often be necessary to conceal their identities by photographing them in silhouette, revealing only part of their face or even blurring their face in images.

- **Clearing photographs with the FMO prior to publication**

  Where a photograph is being associated with the Fund, please send photographs to the FMO Communications Unit for clearance. This is not a ‘control’ issue but to ensure consistent messaging and to avoid duplication of images used in other publications. The Communication Unit will also hold a range of Fund and partner photographs that donors can use.

5 **Writing about the Fund**

5.1 **Language and spellings**

- **For the Myanmar public**, materials should be available in Burmese, the local dialect or language, as well as in English, using British-English (see next point).

- **All other documents** the working language is English with the use of British-English in spellings, for example, ‘organisation’ not ‘organization’, ‘centre’ not ‘center’, ‘programme’ not ‘program’.

- **A note about numbers**: Numbers one through to nine should be expressed in words (ie. one, two, three...), not as numerals, except when associated with percentage signs (eg. 4%) and currency signs (eg. $300 million), or when preceding the word ‘million(s)’ (eg. 5 million people). In all other cases, numbers greater than nine should be written numerically (eg. 10, 11, 12...).

5.2 **Style and tone**

- **For the Myanmar public**, the language should be kept simple, jargon-free and personal, for example by using words such as ‘you’ (the beneficiary) and ‘we’ (the Fund).

- **All other documents** should try to be as clear and concise as possible, with strong navigational devices such as headings and bullet points to steer readers towards.
5.3 Writing and publishing 3MDG success stories

- **Ensure there is a clear, benefit-led storyline:** All successful stories have a beginning, middle, end – problem, solution, outcome. Try to start with the benefit (the ‘outcome’), followed by the problem that is being addressed and then the solution. If possible, indicate ‘next steps’ at the end – how the success will be built on in future.

- **Show 3MDG’s values in actions:** Try to demonstrate how 3MDG is living up to its values, for example by reaching the most needy (‘needs-based’) and by providing beneficiaries with opportunities to provide feedback (‘responsive’).

- **Bring the story to life with ‘everyday’ examples:** Make it clear how the solution works in practice with a short everyday example.

- **Include quotes from beneficiaries:** Quotes from workers on the project and relevant government officials can also be included. Clear all quotes with the people.

- **Acknowledge 3MDG and its contributing donors:** Use the text provided above in section 3.3.

- **Clear stories with the FMO Communication Unit before publication:** As mentioned earlier, this is to ensure consistent messaging. It will also help the Communication Unit know what has been covered already and where there are gaps, as well as optimise ‘story synergies’ between donors.

5.4 Acknowledgements and disclaimers in 3MDG reports

- Donors should be acknowledged in all public 3MDG Fund Manager documents. The following text should be used:

  The Three Millennium Development Goal Fund (3MDG) is co-funded by Australia, Denmark, the European Union, Sweden, the United Kingdom and the United States of America, and managed by the United Nations Office of Project Services (UNOPS).

- The following text should be used as the disclaimer in all documents and research funded by 3MDG:

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

6 Dealing with the media

The FMO will actively promote 3MDG and its associated programmes through the media, supported by an annual plan, which we will share with all donors. Here we describe the main guidelines for dealing with the media.
6.1 Who can speak to the media about 3MDG?

- The Fund Director and the Fund Board Chair have primary responsibility and will be the main spokesperson for 3MDG: Members of the Fund Board will also speak on behalf of the Fund. All announcements of new initiatives and Fund-wide updates will be made by the Fund Director in consultation with the Fund Board.

Donors are encouraged to take into account the following guidance, summarised below, in relation to media communications:

- Journalists discussing 3MDG with heads of donor’s offices and their Ambassadors:
  - The FMO’s Communication Unit can inform donors on any sensitivities and potential conflicts, such as other media interviews on or around the same date, as well as provide updates on the latest messages. Key Fund messages will vary over time and may change suddenly due to unexpected events.
  - After the discussion with the journalist(s), please inform the FMO’s Communication Unit of the contents of the discussion and any follow-up with the journalist(s) that is required.

- It is preferred that media enquiries are referred to the FMO Communication Unit.

6.2 Producing and clearing news releases

- All news releases about 3MDG, including related projects, will be produced by the FMO’s Communication Unit according to the following process:
  - Programme’s or Fund’s need for a news release is identified
  - Communication Unit writes first draft, quotes to be circulated for approval
  - News release validated by Fund Director
  - News release validated by communication sub-committee and Fund Board Chair
  - Finalised news release prepared by Communication Unit
  - Preparation for potential questions and risks
  - Media distribution plan agreed
  - News release sent to respective media channels
  - Communication Unit handles media responses and questions
6.3 Arranging media field trips

- Media field trips, which typically take one month to organise, will be managed by the FMO’s Communication Unit, using the following process:

**Objectives**
- Communication Unit sets objectives of media field trip
- Choose appropriate project sites will be done in collaboration with programme unit and monitoring and evaluation unit and partners

**Invitation**
- Create a Trip Plan and circulate for agreement
- Request approval from the selected project
- Send invitations to journalists as soon as approval to host media trip received from the selected projects

**Preparation**
- Apply for relevant travel authorisations.
- Organise paperwork for payments and transport
- Meet with interested journalists to give detail about the project, do and don’t in the field, ethics related with development projects and setting up mutual agreements
- Inform the selected project that who will join the visit, objectives and what need to be prepare

**In the field**
- Meet local partner staff and liaison officer
- Re-confirm Trip Plan
- Be sure to get consent from the respective person who are being interviewed or photographed
- Make sure journalists are staying within the agreed circumstances

**Follow up**
- Review articles/stories created by journalists and check the relevance of project related facts
- Receive high-resolution photos
- Archive the published journal/newspaper/audio files related with media trip

7 Templates

**Letter template**
There are two templates of 3MDG official letter, one with UNOPS logo and one without it. The template with UNOPS logo will only be used when unavoidable for legal reasons. The template without UNOPS logo will be used for all other occasions, including by the Fund Board for public or official announcements.
3MDG email signature block for FMO staff

Fund Manager email address signature block should reflect the example below:

Your name in bold | Your official designation |
The Three Millennium Development Goal Fund | Fund Management Office - UNOPS | Yangon, Myanmar |
email@unops.org | Office: +95 1 534 498 ext:203 | Mobile: +95 (0)9xxxxx | Skype: if you have one | 3mdg.org | UNOPS is ISO 9001 certified.

Facebook: facebook.com/3MDGfund Twitter: twitter.com/3mdgfund

Instructions to do this are as follows:

• Outlook – Tools/Options-Mail Format/ Signatures and Stationary.
• Click to highlight the signature you wish to edit in the top left part of the window box.
• Highlight your email address that you previously wrote in, in the 'edit signature' box.
• The last formatting icon under the 'edit signature' title is a globe with a chain. Click this.
• Select the 'E-mail Address' button on the left hand side.
• Paste your email address into 'Text to display' then again to 'E-mail address'. This last one will say 'mailto:' in front of your address.
• Press OK. Ensure that this edited signature is selected for 'New messages'

Press OK to close Signatures and Stationery. And again for Options.

Text size of signature block is intended to be smaller than your mail message, so that it is tidy.
Do not add logo in your signature block, neither UNOPS nor 3MDG. Logo file does not always download and sometimes incorrectly labels your mail as having an attachment.

3MDG FMO business card

8 Any questions?

If you have any questions or suggestions about the guidelines, please contact James Howlett at the FMO Communication Unit at jamesh@unops.org.