

Enhanced Integrated Framework Branding and Acknowledgement Guidelines



Enhanced Integrated Framework

Trade for LDC development

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Help us help you!

Retweets, cross-posts and 'likes' can make all the difference between a good news story or blog post, event announcement or publication – and one that actually reaches your target audience.

Whether you are a Main Implementing Entity (MIE), LDC or a grant beneficiary, help us amplify the reach of your communications efforts by keeping the Communications and Outreach Team of the Executive Secretariat (ES) informed about major communications products related to any EIF-funded trade activity.

Don't wait until you've published something! As soon as the MoU is signed, partners should share with the ES their communications plan and focal point contact details, and then send regular project/activity briefs so that we can update the respective country pages on www.enhancedif.org. Send both soft and hard copies of all publications, reports and studies funded by EIF so that we can upload them to the EIF website and distribute at events, and include an outcome or capacity development story in your six-month reporting. Share your best photos, videos, quotes and copies of media coverage to help us illustrate your activities.

If you're planning an event related to EIF-funded activities, inform us early on. EIF's role in the activity must be acknowledged in invitations, programmes, banners and display boards (see Annex 1 for details).

Finally, be sure to inform us of any potential reputation risk resulting from any communications material.

Introduction

The Enhanced Integrated Framework (EIF) is the only multilateral partnership dedicated exclusively to assisting Least Developed Countries (LDCs) in their use of trade as an engine for growth, sustainable development and poverty reduction. The EIF partnership of 51 countries, 24 donors and 8 partner agencies works closely with governments, development organizations, civil society and academia. Together we leverage our collective know-how, reach and reputation to tackle the world's most pressing trade-for-development issues.

These branding and acknowledgement guidelines are part of a wider communications and outreach strategy that aims to raise the profile of the EIF partnership. Their consistent use by EIF and partners will ensure that our collective work is properly recognized at international, regional and national levels.

Why do we need these guidelines?

All EIF stakeholders will benefit from an overarching brand that reinforces EIF's unique role as a demand-driven, results-oriented, multi-partner programme focusing on trade for development.

Unified branding across the EIF partnership will strengthen existing EIF partner identities, raise awareness of the opportunities in Aid for Trade (AfT) for LDCs, and help elevate the name of the programme to a level that will attract and retain the confidence of current and potential donors.

Who should use them?

These guidelines are for the EIF partnership:

- Executive Secretariat for the EIF (ES)
- EIF Trust Fund Manager (TFM)
- EIF National Implementation Units (NIUs)
- LDC governments
- EIF partner agencies
- Main Implementing Entities (MIEs)

Where and when to use them

It is important that these guidelines are applied consistently across all communications channels (e.g., publications, web content, press releases, news stories, blogs, event materials, media interviews and articles, and social media) as well as on signs, vehicles and merchandise.

Annex 1 outlines the specific requirements by type of product.

Compliance with these guidelines

The EIF branding and acknowledgement guidelines are annexed to the Memoranda of Understanding (MoUs) between the TFM and the MIEs of EIF projects and activities. Partners including the MIE, LDC partner countries, and grant beneficiaries must adhere to the acknowledgement clauses outlined in this document in contracts and agreements. This is true for EIF-funded projects executed through an MIE or a grant beneficiary, as well as for sub-contractors.

For multi-donor or co-financed projects, the visibility of EIF's branding elements should be proportional to its contribution. In these cases, all partners should implement the branding policy and the visibility guidelines, for example by ensuring EIF visibility in their individual communications about the joint project.

Ensuring these guidelines are followed is the shared responsibility of Country Coordinators and the Communications and Outreach Team of the ES.

The EIF brand

Effective branding is about more than including the EIF logo on major communications products. Consistent and unified use of the logo, colours and official terminology will strengthen our shared message.

Check that you have considered and properly used all of the branding elements outlined in this document in your communications products.

Checklist

Have you used the right versions of all of these branding elements?

- Name
- Logo and tagline
- Colour palette
- EIF boilerplate text
- Acknowledgements and disclaimers

NAME

EIF's name is used in three official languages:

English:

Enhanced Integrated Framework (EIF)

French:

Cadre intégré renforcé (CIR)

Portuguese:

Quadro Integrado Reforçado (QIR)

In cases where our name is required in a language other than one of the three official languages, please contact us at [eif.secretariat@wto.org](mailto: EIF.secretariat@wto.org) for assistance with official translations.

Tip

The name should be spelled out at first instance and thereafter referred to as simply 'EIF', e.g.,

EIF is the only Aid for Trade partnership dedicated exclusively to assisting LDCs.

Do not use 'the EIF' unless 'EIF' is used to modify another noun, e.g.,

The EIF partnership works closely with governments, development organizations, civil society and academia.

Logo

The EIF logo has been redesigned to place more emphasis on the acronym as a brand and to highlight the purpose of the programme by incorporating the tagline.

LOGO VERSIONS

There are three versions of the logo. Wherever possible, use V1, the complete version with acronym, name and tagline.

Annex 1 outlines the specific requirements by type of product.

CLEAR SPACE

Do not crowd the logo with other logos or information. A space equal to the width of the 'E' in the acronym should be left clear around the logo.



V1. Logo with acronym, name and tagline

PREFERRED VERSION



V2. Logo with acronym and name

2nd PREFERENCE VERSION



V3. Logo with acronym only

LIMITED USE VERSION



Logo placement

In all circumstances, use high resolution or vector files and only scale the logo proportionally – never stretch its height or width.

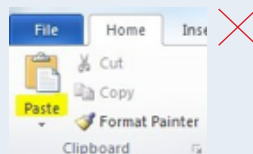
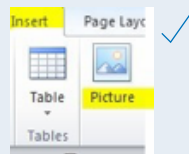
The logo should be used on white backgrounds, or inside a white holding device, whenever possible to ensure readability. Where the logo must be used over a coloured background, use only very light colours.



Tip

To guarantee the best image quality, import the vector or professional version of the logo. Do not copy and paste the logo as an image.

You can download all official vector files at www.enhancedif.org/EIFlogos, or contact us at EIFcommunications@wto.org



Note

The old logo is discontinued and should NOT be used.



Colours

Using the correct EIF colours and fonts is vital to building and maintaining a consistent brand identity. These should be used on all communications products. The references below detail the correct colour values to use. Give the Pantone® references and CMYK values to printers you are working with, and ensure to input the correct RGB values into your software.

Core Brand Colours



PMS 7518 C

C: 38 R: 110
M: 57 G: 78
Y: 54 B: 71
K: 47 #6e4e46



PMS 118 C

C: 7 R: 173
M: 33 G: 132
Y: 100 B: 0
K: 33 #ad8300



PMS 7563 C

C: 15 R: 215
M: 41 G: 154
Y: 100 B: 43
K: 0 #d7992a

Supporting Colours



C: 100 R: 0
M: 65 G: 65
Y: 30 B: 95
K: 40 #003e5e



C: 90 R: 0
M: 50 G: 116
Y: 0 B: 188
K: 0 #0074bb



C: 57 R: 107
M: 18 G: 173
Y: 0 B: 206
K: 0 #6baccd



C: 0 R: 247
M: 50 G: 149
Y: 75 B: 82
K: 0 #f79451



C: 30 R: 168
M: 95 G: 48
Y: 90 B: 49
K: 10 #a73031

Typography

The corporate typefaces shown here have been selected to match the typefaces used to create our logo. Consistent use of these helps to build a strong brand presence. They should be used wherever possible.

Memphis LT

USE FOR: CHAPTER/SECTION HEADINGS, FEATURE FONTS, PULL QUOTES

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham

USE FOR: HEADINGS, SUB-HEADINGS

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Proxima Nova

USE FOR: SMALL SUB-HEADINGS, BODY COPY

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Tagline, vision and mission

EIF's tagline encapsulates our shared vision and principles. Use the tagline with the logo at first instance and wherever space allows. If space is limited, try to ensure that the tagline appears at least once on each communications product.

English

“ Trade for LDC development ”

French

“ Le commerce pour le développement des PMA ”

Portuguese

“ O Comércio como Catalisador do Desenvolvimento dos PMA ”

VISION

To support the LDCs in harnessing trade and AfT to promote sustained, inclusive and sustainable growth and development

MISSION

EIF supports the LDCs to use trade as a vehicle for economic growth and poverty reduction.

PRINCIPLES:

EIF shares a commitment to promoting and celebrating:

- Partnership through increased coordination between development partners and LDC governments enables targeted support to address priority needs of the LDCs, avoid duplication and maximize synergies.
- Ownership of the programme by LDCs, ensuring that EIF support is demand-driven with LDCs managing their trade and development agenda.
- Results for a sustainable impact based on the LDCs using trade for national development.

💡 Tip

EIF is often mistakenly perceived as a donor. Help to correct this misperception by always referring to EIF as a programme that actively implements projects or activities in partnership with LDCs and donors.

Boilerplate text

Use EIF boilerplate text in all communications products related to EIF projects or activities. Where space is limited, use the short version.

Annex 1 outlines the specific requirements by type of product.

FULL VERSION

English

The Enhanced Integrated Framework (EIF) is the only multilateral partnership dedicated exclusively to assisting Least Developed Countries (LDCs) in their use of trade as an engine for growth, sustainable development and poverty reduction. The EIF partnership of 51 countries, 24 donors and 8 partner agencies works closely with governments, development organizations, civil society and academia. Together we leverage our collective know-how, reach and reputation to tackle the world's most pressing trade-for-development issues. www.enhancedif.org

French

Le Cadre intégré renforcé (CIR) est le seul partenariat multilatéral destiné exclusivement à aider les pays les moins avancés (PMA) à utiliser le commerce comme un moteur de croissance, de développement durable et de réduction de la pauvreté. Le partenariat du CIR, qui regroupe 51 pays, 24 donateurs et 8 organisations partenaires, travaille en étroite collaboration avec les gouvernements, les organisations de développement, la société civile et les milieux universitaires. Ensemble, nous utilisons nos connaissances, notre visibilité et notre réputation pour régler les questions les plus urgentes en vue de mettre le commerce au service du développement. www.enhancedif.org

Portuguese

O Quadro Integrado Reforçado (QIR) é a única parceria multilateral exclusivamente dedicada a ajudar os Países Menos Avançados (PMA) a utilizar o comércio como motor de crescimento, de desenvolvimento sustentável e de redução da pobreza. A parceria do QIR, composta por 51 países, 24 doadores e oito agências parceiras, trabalha em estreita colaboração com os governos, as organizações de desenvolvimento, a sociedade civil e a comunidade académica. Em conjunto, potenciamos o nosso know-how coletivo, alcance e reputação a fim de abordar as questões mais prementes no âmbito do comércio para o desenvolvimento. www.enhancedif.org

SHORT VERSION

English

The Enhanced Integrated Framework (EIF) is the only multilateral partnership dedicated exclusively to assisting Least Developed Countries (LDCs) in their use of trade as an engine for growth, sustainable development and poverty reduction. www.enhancedif.org

French

Le Cadre intégré renforcé (CIR) est le seul partenariat multilatéral destiné exclusivement à aider les pays les moins avancés (PMA) à utiliser le commerce comme un moteur de croissance, de développement durable et de réduction de la pauvreté. www.enhancedif.org

Portuguese

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Acknowledgements and disclaimer

All public EIF-funded documents must include the acknowledgements and/or disclaimer, along with the EIF logo and tagline.

Annex 1 outlines the specific requirements by type of product.

Tip

When a partner's publication features an EIF-funded project or activity, this fact should be acknowledged in the text and should preferably include tangible figures/examples of the (expected) impact, e.g.,

"This project or activity, funded by EIF, is helping to set up a washing and processing facility, expected to serve up to 4,000 ginger-producing households in Eastern Nepal, 50% of which are headed by women ..."

ACKNOWLEDGEMENTS

English

The Enhanced Integrated Framework (EIF) is supported by the EIF Trust Fund donors as well as by a range of partners, including governments in LDCs, international organizations, development partners, civil society and academia. We are grateful to all who support our efforts to assist LDCs in harnessing trade and Aid for Trade to promote sustained, inclusive and sustainable growth and development.

French

Le Cadre intégré renforcé (CIR) est soutenu par les donateurs du Fonds d'affectation spéciale pour le CIR ainsi que par un large éventail de partenaires, y compris des gouvernements dans les PMA, des organisations internationales, des partenaires de développement, la société civile et les milieux universitaires. Nous sommes reconnaissants envers tous ceux qui soutiennent nos efforts pour aider les PMA à mettre le commerce et l'Aide pour le commerce au service de la promotion d'une croissance et d'un développement soutenus, inclusifs et durables.

Portuguese

O Quadro Integrado Reforçado (QIR) é apoiado pelos Doadores do Fundo de Afetação Especial do QIR, bem como por um conjunto de parceiros, incluindo governos nos PMA, organizações internacionais, parceiros de desenvolvimento, sociedade civil e comunidade académica. Agradecemos a todos os que apoiam os nossos esforços em termos de ajudar os PMA a tirar partido do comércio e da Ajuda ao Comércio para promover o crescimento e desenvolvimento sustentados, inclusivos e sustentáveis.

DISCLAIMER

English

This work was implemented by [name of partner] as part of the Enhanced Integrated Framework (EIF) programme. The Enhanced Integrated Framework (EIF) is supported by the EIF Trust Fund donors as well as by a range of partners, including governments in LDCs, international organizations, development partners, civil society and academia. The views expressed herein are not to be taken to reflect the official opinion of any of EIF's donors or partners.

French

Ce travail a été mis en œuvre par [nom du partenaire] dans le cadre du programme du Cadre intégré renforcé (CIR). Le CIR est soutenu par les donateurs du Fonds d'affectation spéciale pour le CIR ainsi que par un large éventail de partenaires, y compris des gouvernements dans les PMA, des organisations internationales, des partenaires de développement, la société civile et les milieux universitaires. Les opinions exprimées dans le présent document ne doivent pas être considérées comme reflétant l'opinion officielle de l'un ou l'autre des donateurs ou partenaires du CIR.

Portuguese

Este trabalho foi implementado por [nome do parceiro] enquanto parte do programa do Quadro Integrado Reforçado (QIR). O QIR é apoiado pelos Doadores do Fundo de Afetação Especial do QIR, bem como por um conjunto de parceiros, incluindo governos nos PMA, organizações internacionais, parceiros de desenvolvimento, sociedade civil e comunidade académica. As opiniões expressas neste documento não devem ser consideradas como refletindo a opinião oficial de qualquer um dos doadores ou parceiros do QIR.

Contact us

If you have any questions, please contact the Communications and Outreach Team at the ES:

 EIFcommunications@wto.org

 www.enhancedif.org

 [@EIF4LDCs](https://twitter.com/EIF4LDCs)

 facebook.com/eif4ldcs

 youtube.com/user/EIF4LDCs

 flickr.com/photos/152818923@N04/

 linkedin.com/company/11161784/

 [@enhancedintegratedframework](https://instagram.com/enhancedintegratedframework)

Annex 1

Branding requirements for EIF partners, by type of product

| | Communications channel | Logo type and placement* | Boilerplate version | Acknowledgement or disclaimer | Notes | |
|---------------------------------------|---|--------------------------|---------------------|-------------------------------|--|---|
| Publications (Print or online) | Diagnostic study (DTIS) | V1, on front | Full Short | Disclaimer | Mention of EIF's support and role should be clearly indicated in the foreword and the executive summary. | |
| | Info brief, Factsheet, Impact story, case study | V1, on front | Short | Disclaimer | | |
| | Flyer, brochure, calendar, poster | V1, on front | Short | Disclaimer | | |
| | Working paper | V1, on front | Full | Disclaimer | | |
| | Annual report, corporate report | V1, on front | Full | Disclaimer | | |
| | Website | | | | | The EIF logo and URL (www.enhancedif.org) should appear on partner websites or relevant webpages. |
| | E-Newsletter | V1 | | | Disclaimer | |

| | Communications channel | Logo type and placement* | Boilerplate version | Acknowledgement or disclaimer | Notes |
|--------------------------|--|---------------------------------|-----------------------------------|--------------------------------------|--|
| Media | Press release | N/A | Full (or short if space is tight) | | <p>The text should clearly state that the project/activity is funded by EIF and ideally include tangible figures or examples of the (expected) impact of the project/activity, such as the number of beneficiaries.</p> <p>Please share a draft of the press release with the ES before publication.</p> <p>Always ensure quotes by EIF representatives are approved before publication.</p> |
| | Aid for Trade news story | N/A | N/A | Disclaimer | |
| | On-site visit by journalist | N/A | | | Media visits to EIF-funded projects/activities are eligible for funding under the visibility budget of projects. Be sure to liaise with the ES for joint planning to maximize impact. |
| | Press conference | N/A | | | <p>The ES should be invited to participate in all press conferences organized in the context of an EIF-funded project/activity.</p> <p>Partners should also acknowledge EIF's role as a multi-donor trust fund supporting trade development in the LDCs.</p> |
| Social media | Twitter, Flickr, Facebook, LinkedIn, Instagram | V1 | | | Tweets should mention the EIF Twitter account @EIF4LDCs. |
| EIF-funded events | Invitation, programme, agenda | V1, on front | | | The EIF logo should be accompanied by the government/ministry logo (preferably in the middle) and the partner logo(s). |
| | Banner to display at events | V1 | | | |
| | A5 size flyer promoting an event (e.g., WTO side events) | V1 | | | |
| | Speech/statement/presentation | | | | EIF should be recognized in speeches and in all communications around the event (before/during/after). |

| | Communications channel | Logo type and placement* | Boilerplate version | Acknowledgement or disclaimer | Notes |
|--------------|---|---------------------------------|----------------------------|--------------------------------------|---|
| Other | PowerPoint presentation template | V1 | | | |
| | Video or radio featuring EIF's work projects/ activities, voices from the field | V1 | | | Before production, share the script with the ES. |
| | Office or project site: signboard, sticker, poster, banner | V1 | | | |
| | Equipment including vehicles | V1 | | | |
| | Merchandise (clothing) | V1-V3, depending on space | | | |
| | Stationery | V1 | | | |
| | E-signature | V1 | | | |
| | Photos | V1 | | | Photos should be credited as © [Photographer's full name]/EIF |



Enhanced Integrated Framework

Trade for LDC development

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