

# LIFT Visibility Guidelines



## Livelihoods and Food Security Fund



managed by  UNOPS

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# 1. Introduction

This document sets out the updated requirements and guidelines for LIFT grantees and implementing partners (IPs) for use of the LIFT logo, for presenting LIFT's visual identity and for acknowledging LIFT funding.

These visibility guidelines also cover the IPs' responsibilities for sharing the project's communication plans, photos, audiovisual material, stories, media coverage, project information and LIFT-funded reports, studies and other publications with the Fund Management Office (FMO).

The visibility guidelines are updated as required and are available on the LIFT website. It is the responsibility of the IPs to consult the website or the LIFT Communications Team to ensure the most up-to-date version is being used.

Grantees and IPs are required to publicly credit LIFT-funded activity to the fund and its donors. IPs are responsible for sharing LIFT's visibility guidelines with sub-grantees/sub-contractors to ensure also they acknowledge funding for their work is from LIFT.

**This requirement is compulsory, and is a condition of accepting funding from LIFT.**

# OVERVIEW

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Please note that the LIFT Fund Management Office is authorised under the IPs' Memorandum of Agreement (MoA) to communicate or publish the name of the IP, the maximum amount of the individual grant and a description of the activities funded.

- ❑ **Logo:** IPs and grantees are required to provide LIFT visibility and acknowledge LIFT funding through the prominent display of the LIFT logo on written materials, presentations, visibility items, at events, on social media, websites, at interviews, in media and other public communication, on videos, audio files or podcasts, and in programme assets.
- ❑ **Attributing funding:** The LIFT branding requirements are not limited to the use of the LIFT logo but the logo needs to be accompanied by the words “funded by” or “supported by” to clearly mark the role of LIFT in the project and its activities. Acknowledgement and disclaimers about the funding are required to be included in the text of the documents developed by the project or programme. Templates of acknowledgement and disclaimers are referred to in section 4 of these guidelines. If the communication is in an interview, speech, media event, media release or public statement, IPs may use relevant and appropriate variations of acknowledgement and disclaimers based on prior agreement with LIFT’s Communications Team.
- ❑ **Events:** Events funded or partially-funded by LIFT have to be acknowledge LIFT funding through the use of the logo and the words “funded by” on the event backdrop and all materials related to the event.
- ❑ **Publications, research and studies:** Publications funded or partially funded by LIFT require the LIFT donor consortium (DC) logo with the words “funded by” on the front cover of the document, with an acknowledgement and disclaimer on the inside cover.
- ❑ **Websites and social media:** LIFT funding is to be clearly credited also on digital platforms such as websites and social media, through the use of the LIFT DC logo and the wording “funded by” or “supported by”.
- ❑ **Media:** LIFT funding should be stated clearly in all public and media statements and media coverage. Journalists are to be made aware of LIFT funding.

## 2. Logo usage

There are two official versions of the LIFT logo. Preference should be given to the **LIFT and donor consortium logo (LOGO 1)**, unless it is advised to use **LIFT only logo (LOGO 2) by and upon agreement with LIFT's Communications Team**. Please see examples below.

### Logo\_1

**LIFT and donor consortium logo**, accompanied by the words "funded by" or "supported by".



### Logo\_2

**"LIFT-only logo"**, N.B. This icon or symbol logo can be used with or without the words "The Livelihoods and Food Security Fund".



# Where LIFT logo should appear:

## Logo\_1

LIFT and donor consortium logo uses

### Programme assets

- ❑ Infrastructure (e.g.: bridges, boats, rice storage bank, wells)
- ❑ Educational materials (e.g.: social and behavioural change communication flyers, such as the 'First 1,000 Days of Nutrition')
- ❑ Signboards and project activity photo boards (e.g. at the distribution sites, project sites, project offices)

### Communications and events related to the fund

- ❑ Written materials such as LIFT-funded reports, publications and presentations. The logo is to appear on the front cover page.
- ❑ Invitations and agendas of LIFT-funded events.
- ❑ Signboards/project activity photo boards at project offices and sites.
- ❑ Banners, posters, backdrops, brochures, invitations and agendas for meetings, briefings, training, workshops and events.
- ❑ Materials produced with LIFT funding, such as calendars, posters, newsletters, video, audio (with the narration mentioning LIFT support), etc.
- ❑ Homepage of IP website and social media pages featuring LIFT-funded projects, or LIFT-funded programme websites (for instance, [www.tatlan.org](http://www.tatlan.org)). IP and project websites are required to link to [www.lift-fund.org](http://www.lift-fund.org) and social media pages are required to follow LIFT social media pages – Facebook, Twitter and YouTube. For any digital publications, LIFT funding needs to be acknowledged with a link to [www.lift-fund.org](http://www.lift-fund.org).
- ❑ Tender documents calls for concept notes, calls for proposals for sub-grantees or sub-contractors.
- ❑ Any other public presentations about LIFT-funded projects

**Please contact LIFT Communications if you have queries, for example, iif a publication or event has several funders, or if a publication has sensitive content. In certain circumstances and when working with specific stakeholders, deviations from the visibility guidelines can be negotiated on a case-by-case basis. All partners are required to share public documents with LIFT Communications prior to being published.**

## Logo\_2

“LIFT-only logo” uses

- ❑ Administration items funded by LIFT for project implementation (e.g. IT equipment.
- ❑ Logistics items funded by LIFT for project implementation (e.g. boat flags, motor bikes, vehicles used exclusively for LIFT-funded projects) for community outreach activities.

## The LIFT logo

Must NOT be used

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

# Some examples of logo use:

## 1. Meeting/Event Banner



## 2. Signboard for LIFT Project

**NAME OF PROJECT**  
**Year**

**Funded by**

**LIFT**

**Livelihoods and Food Security Fund**

  
**UKaid**  
တရားဝင် အကူအညီ

  
**EUROPEAN UNION**  
ဥရောပ သမဂ္ဂ

  
Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
**Swiss Agency for Development  
and Cooperation SDC**

  
**Australian  
Aid**

  
**USAID**  
အကူအညီ ဝန်ဆောင်မှု

  
**Canada**  
ကနေဒါ

  
**NEW ZEALAND**  
FOREIGN AFFAIRS & TRADE  
Aid Programme

  
**Norwegian Ministry  
of Foreign Affairs**

managed by  **UNOPS**

**Implemented by:**

**IP logo**

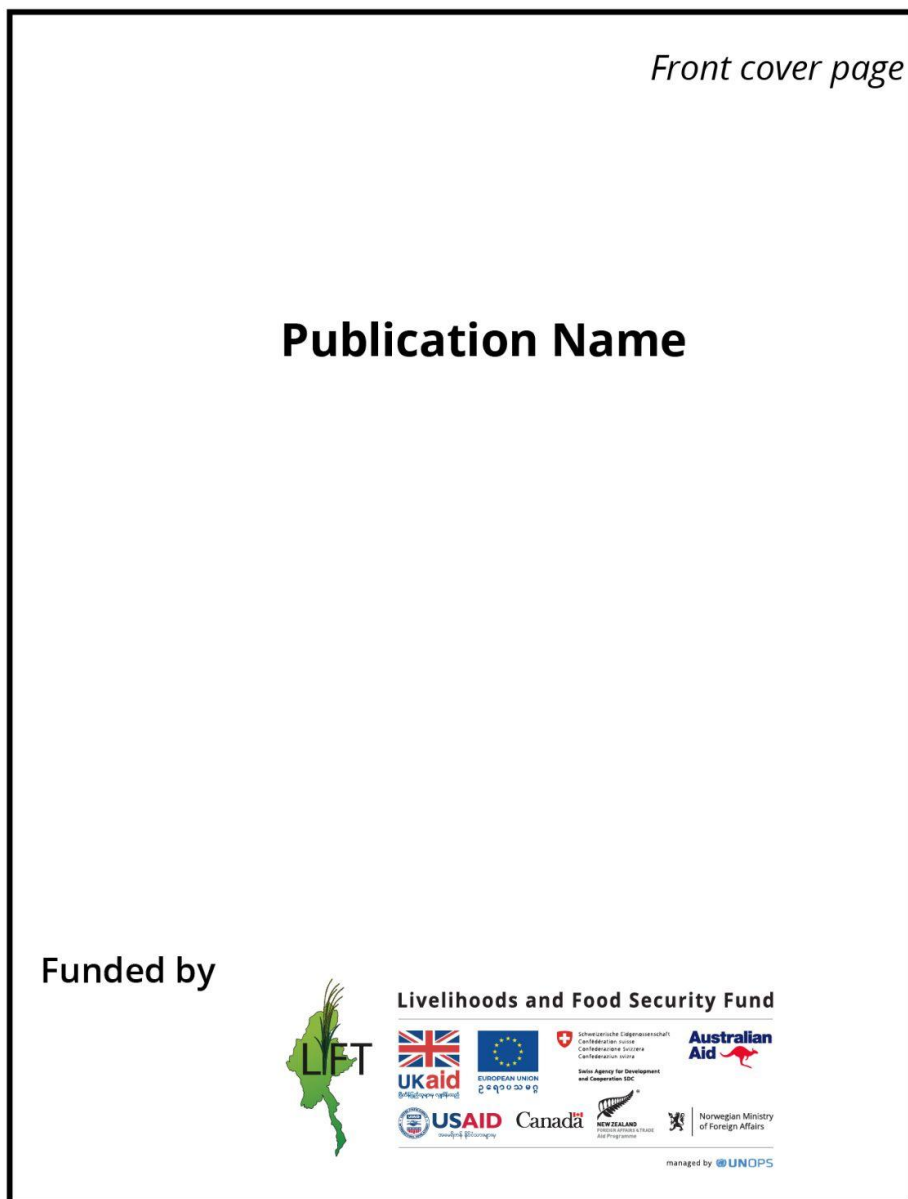
(Either above or  
next to donor  
consortium logo  
as space permits)

### 3. Flag with “LIFT-only logo” (logo 2) and wording



- *Logo 2 and the sentences should be in horizontal centre position*

## 4. Publications



Logo 1 featured on front cover page, accompanied, where possible, by the words “**Funded by**”

## 3. Materials to be shared with LIFT Communications

IPs are requested to provide the following materials and assistance to the LIFT Communications Team:

- ❑ Upon signing of the MOA, IPs are required to share the communications plan for their programme/project activities and to supply their communications focal point contact details.
- ❑ IPs are required to provide a project brief, achievements and photos for the [www.lift-fund.org](http://www.lift-fund.org) database page about their project.
- ❑ LIFT Communications should receive copies of all publications, reports and studies funded by LIFT.
- ❑ IPs are required to send beneficiary success/capacity development stories to LIFT Communications as part of the semi-annual and annual reports.
- ❑ IPs are required to share (at least five) of their best photos (in 300 dpi with captions, a short brief and proof of consent of the people portrayed in the photos, particularly for children ) with LIFT Communications as part of the semi-annual and annual reports.
- ❑ IPs are to share copies of any video material generated on their LIFT-funded project with LIFT Communications.
- ❑ IPs are to share copies of any media coverage on the project (in either Myanmar or English language)
- ❑ IPs are to facilitate visits of the LIFT Communications Team to obtain beneficiary success stories, as well as facilitate communications activities linked to visits by LIFT stakeholders.

## 4. Acknowledgements and disclaimers

An acknowledgement to donors and a disclaimer is to be included in all public LIFT-funded documents. The following text templates should be used:

### **ACKNOWLEDGEMENTS**

We thank the Governments of Australia, Canada, the European Union, Ireland, New Zealand, Norway, Switzerland, the United Kingdom and the United States of America for their kind contributions to improving the livelihoods and food security of rural poor people in Myanmar. Their support the Livelihoods and Food Security Fund (LIFT) is gratefully acknowledged.

### **DISCLAIMER**

This document is produced with financial assistance from Australia, Canada, the European Union, Ireland, New Zealand, Norway, Switzerland, the United Kingdom and the United States of America. The views expressed herein should not be taken to reflect the official opinion of the LIFT donors.

## 5. Media

Authority to make statements on behalf of LIFT is limited to the Donor Consortium, the Fund Board and the Fund Director. No IP can make statements on behalf of LIFT.

Any requests from media received by IPs regarding LIFT should be referred to:

**Elizaveta Zalkind**, LIFT Communication Specialist: [elizavetaz@unops.org](mailto:elizavetaz@unops.org).

**Hsu Mon Aung**, LIFT Communications Analyst: [hsumona@unops.org](mailto:hsumona@unops.org).

## 6. Translation of materials

Where possible, all public documents should be translated into Myanmar language simultaneously with English language versions.

Myanmar language translations of LIFT's full name and of the word "livelihoods" and of the phrase "food security" are given below. Please note that "livelihoods" and "food security" have different translations for the household and policy levels.

### **Food security**

National level - စားနပ်ရိက္ခာဖူလုံရေး

Household level - စားနပ်ရိက္ခာလုံလောက်ရေး

### **Livelihoods**

National level - အသက်မွေးဝမ်းကျောင်းမှု

Household level - အသက်မွေးမှု

Livelihoods and Food Security Fund - အသက်မွေးဝမ်းကျောင်းမှုနှင့်စားနပ်ရိက္ခာဖူလုံရေး ရန်ပုံငွေ

LIFT uses the English spelling for Myanmar place names used by the Myanmar Information Management Unit (MIMU). These can be found at <http://www.themimu.info>.

**For more  
information**  
please contact:

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**Livelihoods and Food Security Fund**

**UNOPS**

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**Website:** [www.lift-fund.org](http://www.lift-fund.org)

**Facebook:** <http://www.facebook/liftfund>

**Twitter:** <https://twitter.com/liftfund>

**YouTube:** <https://www.youtube.com/user/liftfund>