



LOGOS AND RECOGNISABILITY IN TEXTS

Visibility & Communication

When working with the Ministry of Foreign Affairs

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The Dutch government actively pursues international partnerships in a variety of areas, including development cooperation, and provides emergency aid in the event of international conflicts and disasters. In this context, it works with partner and implementing organisations. The Ministry of Foreign Affairs provides funding for these programmes, projects and activities. It also makes agreements with the organisations in question on ensuring optimal visibility for the government's role and the support it provides, and on working together on communication.

A clear, consistent corporate identity helps make Dutch policy-related activities recognisable.

Accordingly, partner and implementing organisations are asked to use government logos where appropriate and relevant, and/or to ensure clear textual recognisability. This applies both to situations where support is unilateral and to programmes and projects involving multiple public and/or private partners.

Visibility via logos/emblems

One obvious way of conveying the support given by the Netherlands/the foreign ministry is to include official logos/emblems.

These logos/emblems:

- are for online (websites, social media) and offline (print) use;
- are available in multiple languages;
- can vary in form to fit the context, end use, (formal) sender etc.

The following rules apply to the use of logos/emblems:

- they may not be modified or changed;
- maximum visibility/recognisability must be ensured; e.g. they should
 - not be squeezed into an inadequate space;
 - not be placed near visual elements that distract attention;
 - not be placed on a background that makes them hard to identify;
 - where possible, be combined with a tagline.

Logos can be requested from the ministry's Communications Department's Visual Identity Coordination Unit. The unit also provides advice on how logos should be used.

The unit can be contacted

- by email: 1logo@minbuza.nl
- by telephone: +31 (0)70 348 4317.

Visibility in text

Ideally, textual visibility should be combined with a logo/emblem. If the communication product in question does not lend itself to this, textual visibility alone is also an option.

Visibility can of course vary

- per programme/partnership type;
- per situation and channel/platform.

The organisation and the foreign ministry must coordinate with each other.

1. Taglines

Taglines are often used as follows:

- In publication details (mastheads) and pay-off lines:
 - in publications and reports;
 - on websites.
- In (media) communication:
 - press releases;
 - social media posts.

Possible taglines

General

- 'Made possible by support from the [Dutch] Ministry of Foreign Affairs'
- 'In cooperation with the [Dutch] Ministry of Foreign Affairs'
- 'Jointly funded/Funded by the [Dutch] Ministry of Foreign Affairs'
- 'Partner/Funder: [Dutch] Ministry of Foreign Affairs'

Specific

- 'This [programme/project + title] is supported by the [Dutch] Ministry of Foreign Affairs under Dutch development/foreign policy.'
- 'This [programme/project + title] is supported by the [Dutch] Ministry of Foreign Affairs as part of its policy on 'xxxxxxx]'.'

Where possible, the tagline should emphasise policy cohesion. The taglines are also available in other languages.

2. Boilerplate

Another option is to use boilerplate, i.e. short profile texts providing essential information on the foreign ministry, the policy context and links to relevant websites such as

www.minbuza.nl, www.OSresultaten.nl and www.dutchdevelopmentresults.nl

These texts can be used:

- on websites: for example, in a summary of partners;
- in publications/texts etc.

Given that context, use and intended public audiences can vary, a number of different types of texts are available. For more information, please contact the dossier holder.

Dit is een publicatie van:

Ministerie van Buitenlandse Zaken

Postbus 20061 | 2500 EB Den Haag

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