


Visibility guidelines for partners

Commonwealth
Foundation



Visibility guidelines for partners

The use of our brand by partner organisations is important to us. We acknowledge these guidelines in all partnership agreements.

Example colour logo lock-up



Example mono logo lock-up



Logo and text

- Partners should include the Commonwealth Foundation logo alongside their own logo in all print and screen-based materials related to the partnership. We will provide our logo on confirmation of the partnership agreement.
- The logos should sit side by side with the Commonwealth Foundation logo on the left. You may find it useful to add a vertical key-line between the logos to create a simple logo lock-up. The logos should be equal in size.
- In text-only materials where it is not possible to include the logo lock-up, include the line 'This project is organised by the Commonwealth Foundation and (partner organisation)'.
- In web-based information, include a link from the Commonwealth Foundation logo to www.commonwealthfoundation.com.
- You may also like to include our standard text: **The Commonwealth Foundation is a development organisation with an international remit and reach, uniquely situated at the interface between government and civil society. We strengthen the capacity of civil society to act together and learn from each other to engage with the institutions that shape people's lives. We strive for more effective, responsive and accountable governance with civil society participation, which contributes to improved development outcomes.**



Nb. The horizontal version of our logo must be a minimum width of 55mm.



Nb. The vertical version of our logo must be a minimum height of 25mm.

Visibility guidelines for partners

Press releases

- Press releases shall be issued jointly and to an agreed schedule.
- Include the Commonwealth Foundation / Commonwealth Writers logo lock-up and standard text on all press releases (including call notices and briefings) related to the partnership.
- Share a proof of all press releases for approval by the Foundation in advance of distribution. We will reciprocate this arrangement.

Print materials

- Where possible, print materials shall be produced jointly and to an agreed schedule.
- Include the Commonwealth Foundation / Commonwealth Writers logo lock-up and standard text on all print materials related to the partnership.
- Share a proof of all print materials for approval by the Foundation in advance of printing. We will reciprocate this arrangement.

Website and e-newsletters

- Include the Commonwealth Foundation / Commonwealth Writers logo lock-up, the link to www.commonwealthwriters.org and standard text on web pages or e-newsletters related to the partnership.
- We will reciprocate this arrangement by including your logo, link to your URL and your standard text on all web pages or e-newsletters related to the partnership.

Social media

- Include the Commonwealth Foundation / Commonwealth Writers logo lock-up and link to www.commonwealthwriters.org on social media outlets carrying partnership information.
- We will reciprocate this arrangement by including your logo, link to your URL and your standard text on social media related to the partnership.

Photographs

- Share all images related to the partnership for use by the Foundation in publicity.
- We will reciprocate this arrangement by sharing images related to the partnership.

Audio and video

- Share all audio and video material (including podcasts) related to the partnership for use by the Foundation in publicity.
- We will reciprocate this arrangement by sharing audio and video material related to the partnership.

Enquiries

Joe Byrde, Communications Support Officer
E: j.byrde@commonwealth.int
T: +44 (0) 20 7747 6556

Download

You can download the Commonwealth Foundation logo from www.commonwealthfoundation.com/brandguidelines



Commonwealth Foundation
Marlborough House, Pall Mall,
London SW1Y 5HY,
United Kingdom

T +44 (0)20 7930 3783

F +44 (0)20 7839 8157

E foundation@commonwealth.int

www.commonwealthfoundation.com