

Visibility guidelines for partners: Commonwealth Writers

Commonwealth
Foundation



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

Logo and text

- Partners should include the Commonwealth Foundation / Commonwealth Writers logo lock-up alongside their own logo in all print and screen-based materials related to the partnership. The logos should be equal in size.
- Vertical and horizontal versions are available. Use the green version where possible. There are also mono versions for single or limited colour use.
- In web-based information, include a link from the Commonwealth Foundation / Commonwealth Writers logo lock-up to www.commonwealthwriters.org

- You may also like to include our standard text:

Commonwealth Writers

Commonwealth Writers, the cultural initiative of the Commonwealth Foundation, develops and connects writers across the world. It believes that well-told stories can help people make sense of events, engage with others, and take action to bring about change. Responsive and proactive, it is committed to tackling the challenges faced by writers in different regions and working with local and international partners to identify and deliver projects. Its activities take place in Commonwealth countries, but its community is global.

Commonwealth Foundation

The Commonwealth Foundation is a development organisation with an international remit and reach, uniquely situated at the interface between government and civil society.

We develop 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 the logo lock-up must be a minimum width of 80mm.



Nb. The vertical version of the logo lock-up must be a minimum width of 32 mm.

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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.

Download

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



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