
UK AID DIRECT

Communications Guidelines

Purpose of guidelines

These Communications Guidelines are for UK Aid Direct grant holders – organisations that are currently receiving funding from UK Aid Direct.

This document provides guidance on how to use UK Aid Direct and UK aid branding. It provides advice on taking photographs, making videos, profiling your project and includes writing tips and the permissions to remember when documenting your project.

If you would like to brand your project with the UK Aid Direct logo or name, please adhere to these guidelines. When used effectively they will help create a consistent approach to how people see UK Aid Direct.

All of the documents mentioned within this guide are available to download [here](#)

Contents

Chapter 1: Branding	4-13	Chapter 3: Writing tips	27-32
UK Aid Direct name	5	Writing engaging content	28
UK Aid Direct & UK Aid logo	6	Writing tips: Be succinct	29
When to use the branding	7	Writing tips: Language	30
When to use UK Aid logo	8	Writing tips: The basics	31
Branding in print and online	9	Writing tips: Checklist	32
Positioning & use of branding	10		
UK Aid Direct colours	11	Chapter 4: Sharing materials	33-35
UK Aid Direct fonts	12	Sharing news and learning with	34-35
Rules and permissions	13	UK Aid Direct	
Chapter 2: Photography & videos	14-27		
Photographing your project	15		
Imagery to aim for	16		
Photography tips	17-19		
Videoining your project	20		
Video tips	21-23		
Video traps	24		
Rules and permissions	25-26		

Chapter 1: Branding

UK AID DIRECT

Logo, colour, fonts and permissions

UK Aid Direct name

UK AID DIRECT

The name UK Aid Direct is a statement of intent to explain the core vision of the fund.

A simple rule to follow

UK Aid Direct must always appear as three written words. It should not be abbreviated, objectified or written as one word.



UK Aid Direct



UKAIDDIRECT

Common mistakes:

- Hyphenation: UK-Aid-Direct
- Acronyms, e.g. UKAD, UK Aid D etc.
- Abbreviation, e.g. 'UK Aid'

UK Aid Direct branding and UK aid logo

UK AID DIRECT

UK Aid Direct has one visual identity, but the mechanism is funded by the UK government. All organisations receiving funding from UK aid, are asked to recognise this through the use of the UK aid logo.

UK AID DIRECT

UK Aid Direct

This is the branding for DFID's funding mechanism for awarding grants to CSOs working to reduce poverty overseas. This is the mechanism through which you have received your grant.



UK aid

This is the logo used to acknowledge that your project is receiving funding from UK tax-payers. It helps to show what DFID does and where the UK development budget is spent.

When to use the UK Aid Direct branding

UK AID DIRECT

UK AID DIRECT

As the UK government's flagship mechanism for supporting civil society, it is important to maintain and promote the identity of UK Aid Direct.

The UK Aid Direct branding can be used on your communications materials for the project / work funded by your UK Aid Direct grant.

Some examples include:

- letters
- emails
- reports
- presentations

When to use the UK aid logo



Grant holders should also acknowledge funding from the UK government in any interviews, press releases, public statements, social media and public communications.

Organisations receiving funding from the UK government must use the UK Aid logo on their development and humanitarian projects. Typically this should be where your own logo and that of any other donors are displayed.

The logo should be displayed on all project assets and communications and events materials associated with the project. Some examples include:

- videos
- brochures
- staff clothing
- signs and banners

For full guidance on using the UK aid branding, see [here](#)

Branding in print and online

UK AID DIRECT

The size of the UK Aid Direct branding will change depending upon its setting but it must at all times remain clear and identifiable.

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Print size

The branding must never be smaller than 30mm in width to avoid becoming unrecognisable. It should also not be unnecessarily over-sized.

Web size

In a web/digital format the branding must not appear smaller than 150px in width to avoid becoming unrecognisable. It should also not be unnecessarily over-sized.

Positioning and use of branding

UK AID DIRECT

UK AID DIRECT

Intentional white space

The UK Aid Direct branding includes white space around it. This white space should be equal to the width of the U.

Where possible the branding should be placed in the top right hand corner of a document or banner. If in doubt, please do contact us: ukaiddirect@manniondaniels.com

The branding must always look consistent. It should never be changed or distorted and should only be reproduced using a file supplied by UK Aid Direct.

- do not alter the colour of the branding
- do not amend the logo by altering the text
- do not distort or re-shape the branding

UK Aid Direct colours

UK Aid Direct blue



C: 100 R: 22
M: 97 G: 33
Y: 28 B: 106
K: 19

Blue is the central UK Aid Direct colour.

We use four complementary colours too.

The red, grey, green and dove can be used as highlight colours, rather than primary colours.

UK Aid Direct red



C: 12 R: 208
M: 100 G: 17
Y: 93 B: 43
K: 3

UK Aid Direct grey



C: 67 R: 65
M: 60 G: 65
Y: 59 B: 65
K: 46

UK Aid Direct green



C: 41 R: 157
M: 29 G: 153
Y: 100 B: 51
K: 5

UK Aid Direct dove



C: 34 R: 171
M: 27 G: 171
Y: 28 B: 171
K: 0

UK Aid Direct fonts

We do not routinely share the official UK Aid Direct fonts with grant holders, but offer some advice on fonts to use in your materials that complement the UK Aid Direct branding.

We suggest using ‘sans serif’ fonts. Sans serif fonts do not use serifs, which are small lines at the ends of characters. Here are a few suggestions:

Calibri Light

AaABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Corbel

AaABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gadugi

AaABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Segoe UI

AaABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Branding rules and permissions

UK Aid Direct gives permission to grant holders to use its branding on any communications materials, providing they are connected to the project that UK Aid Direct is funding.

UK Aid Direct does not need to approve the use of its branding, providing all guidance in this document is adhered to. However, any materials where UK Aid Direct branding is featured must not be damaging to the reputation of UK Aid Direct or DFID.

All materials where UK Aid Direct branding is used must be in keeping with UK Aid Direct priorities. For example, we do not condone the use of our branding on material that is not in support of DFID's wider strategic objectives.

For more information on UK Aid Direct priorities, visit:

<https://ukaiddirect.org/about/fund-priorities/>

Chapter 2: Photography and videos

Photographing your project

You do not need to hire a professional photographer to get good photos of your project, staff or beneficiaries.



Smartphones and basic cameras can produce excellent photography.

We have put together a few tips that we hope will help you to produce beautiful, strong images.

Photo: PHASE Worldwide, Nepal

What to aim for



Capture natural, un-posed images



Inspire with clear messages



Capture action

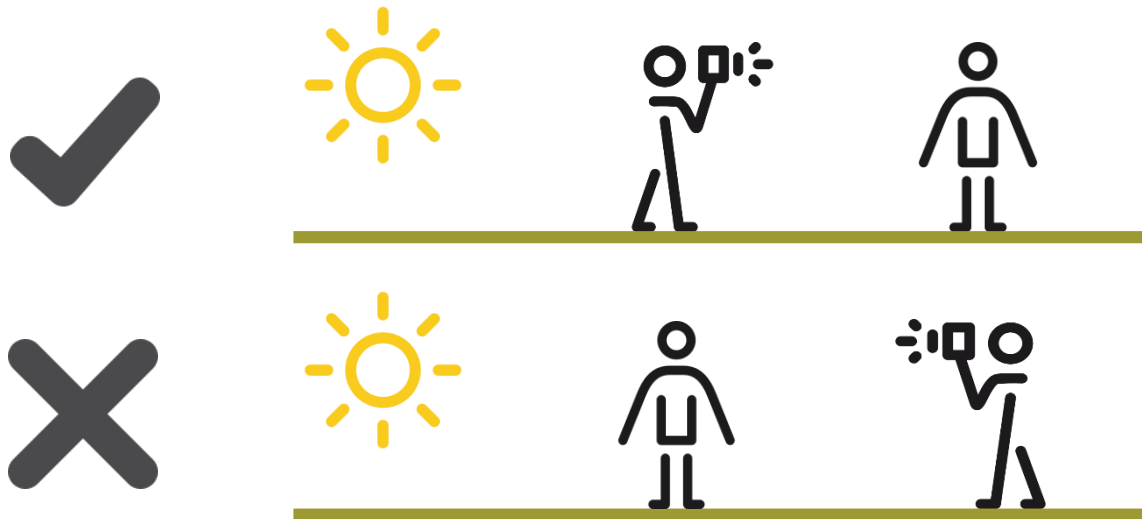


Tell a story

Photography tips: Lighting

Try to keep light (whether it is the sun, a lamp or light from a window) behind the person taking the photo or video, not behind the subject.

This is to prevent glare from the light source, which can make the person/people in the photo or video appear in shadow. Be wary of having light to the side of the subject too, as that can make a photo or video over-exposed.



Photography tips: Content

Photos of people in action are effective as they tell a story. This does not mean that photos must capture lots of movement, but think about taking photos of your project in progress, to convey the work of your organisation. See some examples of 'action' photos below.



Mothers2Mothers, South Africa



MAMTA-Health Institute for Mother and Child, India

Photography tips: Format

Photos taken in landscape format are best for the UK Aid Direct website and templates – please see the News feed template photo as an example below.

We can use portrait photography, but we may need to crop the photo before we use it on ukaiddirect.org.

On International Women's Day, we celebrate improvements in SRHR for women in rural Nepal

UK Aid Direct grant holder, **PHASE Worldwide** is currently working to improve the lives and sexual and reproductive health and rights of women in rural Nepal.



Videoing your project

Videos are an excellent way to document your project and bring it to life.

Whether you are filming beneficiaries talking about their experiences, your organisational staff describing your project, or just general project activities.

As with photography, you do not need to employ a professional to film a good video – smartphones have excellent video quality and let you take videos wherever you are.

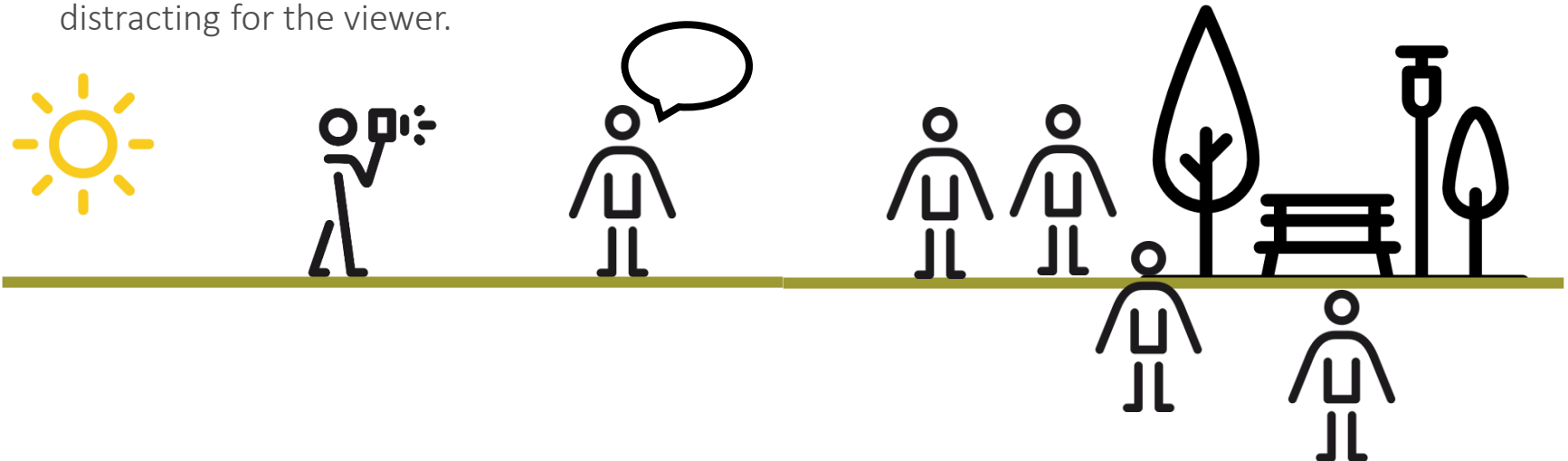
Please apply the photography tips provided earlier in this chapter to taking a video on your smartphone.

Format: As with photographs, videos are best filmed in landscape format. This allows the video to fit most online templates and uses the space effectively, as shown below.

Video tips: Subject and background

If your video involves an interview with a subject, there are some things to consider. Interviewees who are standing up will always speak in a more engaging way and with more energy than people sitting down, and they should be filmed a bit off-centre within the frame of the video.

Think about what is going on in the background of your video – if you can show context and interest in the background, it will make a more interesting video than one filmed in front of a plain wall or in an office. But too much activity in the background can be distracting for the viewer.

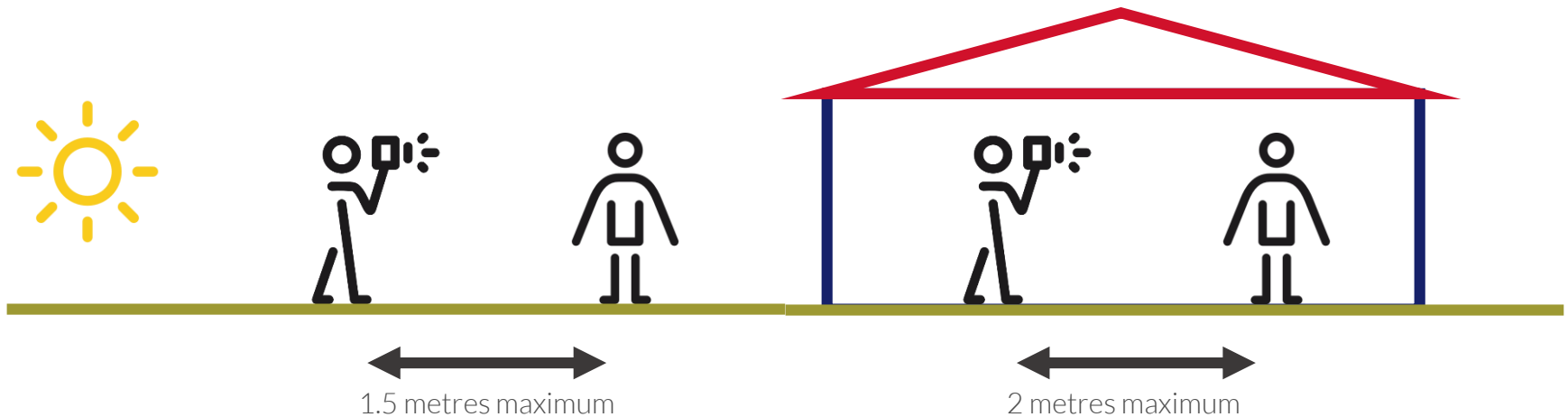


Video tips: Distances

If you are filming on a smartphone, to make sure that the image and sound of the person being filmed is clear:

The person should be no more than 1.5 metres away from the phone if filming outside.

The person should be no more than 2 metres away from the phone if filming inside.



Video tips: Soundtracks and transcripts



Soundtracks: Please avoid adding a soundtrack of music or other sounds to your video whilst a person is speaking.

It can be difficult to listen to both the spoken words and the music at the same time, and it is also not possible to separate the two sound files when you come to edit the film.



Transcripts: If you film a video with any person speaking, unless you have already included subtitles, please send us a transcript of the spoken words within the video.

We try to include subtitles in our videos from grant holders, to make the content as accessible as possible. If you send us a transcript, we also know that you are happy with the content.

Video traps: Common mistakes



Target audience: Think about who you would like to watch your video and make it with them in mind. Use the right language, tone, images and narrative.



Facts and figures: While it can be important to use supporting data, don't overwhelm your viewers with facts and figures. Instead try to tell a story – viewers want to be entertained as well as informed.



Emotion: Many UK Aid Direct grant holders work in challenging environments – where possible try to keep a balanced approach to your video. It's important to recognise the challenges but also the solutions and the impact of your work.



Failing to innovate: As it becomes easier to make a video, the competition for viewers increases. Don't be afraid to try something new to make your video stand out. Embrace humour, immediacy, interaction, visual metaphors, animation.

Photos and videos: Rules and permissions



Taking photos or videos of children: If you send photos or videos of children to UK Aid Direct, it is your responsibility to ensure that the correct permissions (from a parent or guardian) have been obtained before these photos or videos are shared.



Please note: UK Aid Direct does not accept any responsibility for the use of photos or videos that do not have approval from the children's parents or guardians.



Acknowledging your UK aid funding: As referred to on page 8, it is mandatory to include the UK aid logo in your video and to recognise that your project is funded by the UK government, using the below statement: 'This project was funded with UK aid from the UK government'. If in doubt, please do contact us: ukaiddirect@manniondaniels.com

Photos and videos: Rules and permissions

If a grant holder sends photos and videos to UK Aid Direct they are agreeing for the materials to be used on ukaiddirect.org and potentially featured on the social media channels of DFID and / or MannionDaniels.

Please note this does not apply to photographs or videos you have submitted to UK Aid Direct as part of your original application.

If you are happy for these application materials to be used by UK Aid Direct, you must email your designated Performance and Risk Manager to let them know or email grantholder@manniondaniels.com with your grant reference number and explain you are happy for your application photos or videos to be used in UK Aid Direct communications.

Please read Chapter 4: Sharing materials, to find out more about how UK Aid Direct may use your photos and videos.

Chapter 3: Writing tips

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How to write engaging copy

How to write engaging copy

When writing content, whether for online or printed materials, there are some principles to remember.

Readers today, particularly when reading online, will skim over content until something grabs their attention, so make sure that the title you use for your content is eye-catching, contains key words and gives a good amount of detail about the content to follow, to entice the reader to continue.

Please note: This following example is for illustration purposes only. It is not based on a real story, research or fact.

Example: ‘Grass-roots advocacy leads to child-marriage law change in Pakistan’

is a more exciting, yet still informative title, than:

‘New law is passed in Pakistan to protect girls from child marriage after extensive advocacy efforts by small and medium sized civil society organisations’.

Writing tips: Be succinct

These principles of keeping wording short, snappy and engaging should be applied the whole way through the content you write.

Put your most important information at the top of the content, within the title and the first couple of sentences.

This will grab the attention of the reader and encourage them to read more.

It is the opposite principle to writing a long paper or an essay, where you introduce your ideas and then finish on a conclusion – instead you need to make sure that if your audience only reads the start of your article, they have still received the main message.

Writing tips: Language

Use simple language

Where possible, forget jargon – using technical terminology could alienate your reader and reduce your audience size.

If you ever use an acronym, write the full version first, followed by the acronym in brackets, after this point it is fine to use the acronym. The exception to the rule is in titles, where you might not have space and it does not make sense to use the full name.

Please note: This following example is for illustration purposes only. It is not based on a real story, research or fact.

Example title: Media intervention leads to FGM rate decrease in Sierra Leone

Example intro: A new study suggests that the number of girls under the age of 15 who are being subjected to female genital mutilation (FGM) has fallen recently, due to a focus against the practice within the mainstream media in the country.

Writing tips: The basics

These tips will help you to write faster, make your copy faster to read and get your messages across more often, more easily and in an accessible tone.

- **be concise** – most readers now scan written content
- **keep your sentence length down** – 15 – 20 words
- **skip unnecessary words**
- **avoid jargon** – choose appropriate words for the reader and explain any technical terms you need to use
- **avoid passive tense** – use active verbs and present tense
- **address readers directly** – use the word ‘you’ and ‘we’
- **check and edit again** – once you have finished your content, read through it and try to shorten it further.

Writing about your project: Checklist

When sharing news from your project, there are some aspects that help to make a news piece or lessons learnt particularly relatable and interesting for the reader.

When writing an update you want to share with us for possible publication, think about including some of the following checklist in the content. Even ticking just 3 out of the 10 following boxes will help increase your chances of publication.

- | | | | |
|--------------------------|---|--------------------------|---|
| <input type="checkbox"/> | Photos from your project and beneficiaries (remember permissions) | <input type="checkbox"/> | What you have learned during your project |
| <input type="checkbox"/> | Stop and think before you write. Have a clear message in mind | <input type="checkbox"/> | What works and what does not work |
| <input type="checkbox"/> | A video from your project | <input type="checkbox"/> | Plans for the future of your project |
| <input type="checkbox"/> | Supporting facts and statistics | <input type="checkbox"/> | Advice for others working on similar issues |
| <input type="checkbox"/> | The goal of your project | <input type="checkbox"/> | Quotes from project beneficiaries |

Chapter 4: Sharing materials

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Sharing news and learning with UK Aid Direct

The UK Aid Direct team aim to establish long term connections with our grant holders. We want to share results, gain feedback on current practice, lessons learnt, best practice - to stimulate further thinking and dialogue. We want to hear your stories and can share materials in two key areas on ukaiddirect.org

News: The news page is often filled with updates on funding rounds, but it also a tool for communicating grant holder case studies, news and results.

<https://ukaiddirect.org/news/>

Learning hub: The new learning hub is a space to share what the UK Aid Direct team and our grant holders are learning from the fund. It contains a selection of videos, guidance, webinar recordings, case studies, and recommended reading located by project themes and functions.

<https://ukaiddirect.org/learning>

Sharing news and learning with UK Aid Direct

UK AID DIRECT

We welcome and encourage you to send us news, results and key learning from your projects. To provide a steer on the sort of material we would like to see, and also for your more general use, we have developed case study and learning templates, which can be downloaded from [here](#)

Materials should be sent to: ukaiddirect@mansiondaniels.com

Please note: If you send these materials to us you are agreeing to be profiled on ukaiddirect.org and potentially featured on related social media channels, including those of DFID and MannionDaniels.

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ukaiddirect.org