



Foreign, Commonwealth  
& Development Office



# Branding guidance

for ODA funded programmes

August 2023

# About this guidance

This branding guidance is for staff in FCDO and other UK government departments that spend Official Development Assistance (ODA) money. It is also relevant for staff in implementing partner organisations.

Branding is a requirement under FCDO's Programme Operating Framework (PrOF Rule 12) and, for FCDO's implementing partners, it is a condition of accepting funding from the UK government. Key points are highlighted in the checklists on page 2.

UK government departments other than FCDO that spend ODA money should consult Section 9 for information on using the UK aid and UK International Development logos on their ODA funded programmes.

They should also consider the actions in the checklists on page 2 and are strongly encouraged to apply these wherever possible alongside their department's own rules for programme delivery.

## Programme Operating Framework (PrOF)

### Rule 12

The Programme Operating Framework (PrOF) sets the standard for how the Foreign, Commonwealth & Development Office (FCDO) delivers its programmes and projects.

Rule 12 states that: All programmes must follow FCDO's branding guidance, and appropriately document their approach to external communications. It states all the requirements that are mandatory for programme managers to follow.

More information and detail on PrOF is available on GOV.UK here:

[FCDO Programme Operating Framework - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/operating-framework)



# Branding checklist

## Checklist for SROs (Senior Responsible Owners)

### FCDO SROs must:

- Read this branding guidance in full and apply it to your programmes, in accordance with PrOF Rule 12.
- Ensure there is a finalised visibility statement in place for each programme you are responsible for, saved with the programme documentation.
- Ensure exceptions to recognising UK International Development (UK Dev) or UK aid have a written record of approval from the Head of Department of the team in whose portfolio the programme sits.
- Review past programme branding decisions in light of this guidance – are these still relevant or there any additional opportunities to increase UK Dev or UK aid visibility?
- Agree with implementing partners how and when they will provide updates to show that agreed branding is in place e.g., at programme review meetings, programme visits, or by asking implementing partners to provide photos.

Share any good examples of photographs showing UK Dev branding in situ with [corporatecommunications@FCDO.gov.uk](mailto:corporatecommunications@FCDO.gov.uk)

## Checklist for Implementing Partners

### Implementing Partners must:

- Read the full branding guidance and ensure that your programme complies – if you have questions on applying the guidance, discuss these with your FCDO SRO.
- Work with your FCDO SRO to ensure a completed visibility statement is in place for your programme, setting out how and where you will recognise funding from the UK government with either the UK Dev or UK aid logos.
- Discuss and agree with your FCDO SRO at the earliest opportunity any circumstances requiring an exception from recognising funding.
- Review past programme branding decisions in light of this guidance – are these still relevant or there any additional opportunities to increase UK Dev or UK aid visibility?
- Agree with implementing partners how and when they will provide updates to show that agreed branding is in place e.g., at programme review meetings, programme visits, or by asking implementing partners to provide photos.

Share any good examples of photographs showing UK Dev branding in situ with [corporatecommunications@FCDO.gov.uk](mailto:corporatecommunications@FCDO.gov.uk)

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# 1: Introduction

Effective branding helps build the UK's reputation as a global leader in international development, communicates to those who benefit from programmes and wider audiences where aid comes from, and recognises the role that British taxpayers play in international development efforts.

The main way we communicate this is through use of the UK International Development (UK Dev) logo. This branding guidance is for FCDO staff working on ODA programmes and FCDO ODA funded implementing partners.

Branding is part of the Programme Operating Framework for FCDO programme management (PrOF Rule 12) and FCDO Senior Responsible Owners (SROs) are responsible for making sure it is applied to their programmes.

Staff from other UK government departments that spend Official Development Assistance (ODA) money should also consult this guidance if permission has been granted by FCDO to use UK aid branding on their programmes (refer to Section 9 for further information).

SROs should share this guidance with implementing partners at the earliest opportunity, so they can familiarise themselves with the guidance, be clear about their own responsibilities with respect to UK International Development branding and visibility, and make sure they are compliant.



## 2: FCDO logos

### The FCDO corporate logo

This represents who we are as an organization. The FCDO leads The UK's work internationally, promoting the UK overseas, defending our security, projecting our values, reducing poverty, and tackling global challenges. This logo uses the same style as all other UK government departments.

This logo is used to represent FCDO's organisational presence – such as on FCDO letters, and on FCDO offices - rather than FCDO funding.

There are only a few circumstances in which it should be used instead of the UK aid logo by FCDO's ODA funded implementing partners, which may include:

- invitations to some co-hosted events
- to recognise a working partnership or collaboration in which no funding is involved. Permission must be sought for each use.

All queries regarding which logo to use should be directed to: [corporatecommunications@fcdo.gov.uk](mailto:corporatecommunications@fcdo.gov.uk)



Foreign, Commonwealth  
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### The UK aid logo

The UK aid logo will be retained for use in certain circumstances, for example on our humanitarian work and responses to rapid onset disasters. It will also still be used on UK Aid Match programme outputs.



## 2: FCDO logos

### The UK International Development Logo



This represents what we do and is used to show where the UK development budget is spent. It should be used on ODA funded programme assets, communications, and events to recognise the contribution of the UK government and UK taxpayers.

Minister Mitchell launched the new UK International Development brand in his vision speech at Chatham House on 27 April. The vision and mission for UK International Development draws on language in the Integrated Review 2023 and the International Development Strategy.

### Vision

The UK will reinvigorate progress towards the UN Sustainable Development Goals (SDGs), which aim to reduce poverty and tackle climate change and other root causes of global crises, making the world safer, healthier and more prosperous by 2030. This is the right thing to do and in all our interests.

### Mission

The UK supports our partners to lead their own sustainable development and accelerate progress towards the UN Sustainable Development Goals. Our long-term partnerships are mutually respectful, beneficial, and accountable and draw on the full range of UK strengths and expertise to tackle shared global problems. We work to support sustainable growth and poverty reduction, including mitigating climate change, reforming the global financial system, and empowering women and girls.

## How to get the UK International Development (UK Dev) and UK aid logo:

### FCDO Staff

The Brand and Media Library includes branding guidance, logos, campaign assets and approved imagery and digital content. It is available for FCDO staff only. We encourage communication staff across the network to register so that your application can be approved in advance of you needing to access the library.

### Registering on the new brand library

To register, you need to visit the [library](#), select 'Register' on the login page, and then enter your FCDO email address and other required details. You will receive an email when your account has been set up and you can then log in and browse the site.

## Other UK Government departments

There is a separate process for staff from UK government departments other than FCDO wishing to use the logo - refer to section 9.

### Implementing Partners

If you are an FCDO ODA funded implementing partner, please email [corporatecommunications@fcdo.gov.uk](mailto:corporatecommunications@fcdo.gov.uk). Include in your email:

- your name.
- the name of your organization.
- the name of a contact person in FCDO and the programme your request relates to, this would ideally be the FCDO programme manager.

Rules on how to use the UK Dev or UK aid logo artwork are in Annex B. This guidance predominantly covers use of the UK Dev and UK aid logos, which are the logos most relevant to ODA funded implementing partners.

Brief information on use of the FCDO corporate logo is provided on page 5 of this guidance. Before using the FCDO corporate logo, contact [corporatecommunications@fcdo.gov.uk](mailto:corporatecommunications@fcdo.gov.uk) as permission must be sought for each use.



## 3: Use of alternate HMG Branding

The primary global brand for all ODA funded programmes is the UK International Development logo (UK Dev). Humanitarian programmes should be using the UK aid logo. However, there may be situations that arise where alternative logos have to be used.

For example:

- There may be instances where the partner country government has objections to being seen as an aid/development funding recipient and use of the UK Dev or UK aid logo could stop the programme achieving the intended development outcomes.
- To avoid using multiple logos on international facing programme or events to represent the UK government when multiple government departments or agencies are funding the programme or co-hosting an event.

FCDO SROs must first seek advice on use of the logo for their programme(s) from their Head of Office before contacting [corporatecommunications@fcdo.gov.uk](mailto:corporatecommunications@fcdo.gov.uk) for further guidance.

### The International UK Government Logo

The overseas UK Government logo is for use on government communication projects outside the UK. It can be used where 2 or more UK Government departments/agencies are involved. Wherever possible use the primary version of the logo as shown below.



### The GREAT Logo



The GREAT Britain brand showcases the very best our nation has to offer to encourage the world to visit, study and do business with the UK. For more information about appropriate usage of the brand you can visit: [www.greatcampaign.com](http://www.greatcampaign.com)

## 4: Creation of new logos

FCDO staff and implementing partners must not create or commission any new logos, programme identities or other branding outside of the UK aid and FCDO logos, whether to represent their department, team or programmes

This rule applies also to the creation of logos for FCDO internal purposes e.g., for a specific work stream or project. If there is a perceived need for a new logo, either for external or internal programmes, FCDO staff must contact [corporatecommunications@FCDO.gov.uk](mailto:corporatecommunications@FCDO.gov.uk) first to discuss whether there is an exceptional case



## 5: Recognising UK International Development or UK aid: roles and responsibilities

Recognising UK International Development is not optional - it is a requirement under FCDO's Programme Operating Framework (PrOF Rule 12) and, for ODA funded implementing partners, and it is a condition of accepting funding from the UK government.

FCDO SROs and programme managers in other ODA spending departments must ensure implementing partners use the UK International Development logo (or the UK aid logo for humanitarian programmes) and acknowledge funding from the UK government when communicating about their programme work.

This can take a variety of forms, fully detailed in Section 6, but includes branding on programme assets, communications that are part of the programme (operational) and communications about the programme (proactive) such as mentioning UK International Development or UK aid in interviews and press releases.

The primary global brand for all ODA funded programmes is the UK International Development logo, except for the conditions laid out in section 3 on alternate logo use. FCDO SROs must first seek advice on use of the logo for their programme(s) from their Head of Office before contacting [corporatecommunications@fcdo.gov.uk](mailto:corporatecommunications@fcdo.gov.uk) for further guidance.

Implementing partners must use the UK International Development logo on ODA funded programmes to be transparent and acknowledge that they are funded by UK taxpayers. Typically, this will be wherever the partner's own logo and that of any other donors is displayed (see Section 6 for further information how to acknowledge UK International Development). See page 3 for a full checklist of SRO and implementing partner responsibilities.

## Visibility statements

A UK International Development (or UK aid) visibility statement must be completed for all FCDO ODA funded programmes at the time of signing the formal funding arrangement. The visibility statement sets out how organisations will acknowledge funding from the UK government on programmes, in written materials and verbal statements, and through use of the UK International Development logo on programme assets.

ODA spending departments other than FCDO who have been permitted to use the UK International Development logo must document agreements made with implementing partners and are strongly encouraged to use the visibility statement as a template to do so. See Section 8 for advice on working with implementing partners to ensure UK International Development visibility and appropriate use of the logo.

Visibility statements are a vital part of recognising UK International Development or UK aid, which:

- ensure that implementing partners are clear on their branding responsibilities from the outset of the programme.
- enable SROs to answer questions and provide information about branding on their programmes as required e.g. in advance of a ministerial visit.
- empower SROs in their conversations with implementing partners about their branding responsibilities throughout the lifetime of the programme.

The requirement to complete a visibility statement comes under ProF Rule 12 and it is the responsibility of FCDO SROs to make sure that this is completed with implementing partners at the programme set up stage. The completed visibility statement should be saved alongside other programme documentation for future reference.

See Section 8 for further guidance on multilateral and core funded programmes. FCDO SROs can find the visibility statement template on the intranet (available for FCDO staff only) along with the other Programme Operating Framework documents and templates, and in Annex A of this document. A staff member with the appropriate authority within the implementing partner should complete and sign this form as part of their funding arrangement with FCDO. For any programmes where a visibility statement is not in place, the programme SRO should now ensure this is completed.



## 6. Where the UK aid or the UK International Development brands should appear

Examples of where the UK aid and UK International Development logos and/or written and verbal statements, should be used to acknowledge UK support include but are not limited to:

### Programme assets:

- infrastructure (e.g. bridges, buildings, roads, wells, pumps)
- educational materials (e.g. public health leaflets)
- shipments and goods (e.g. blankets, tents, tarpaulins, jerry cans) as part of humanitarian responses
- building signage (e.g. on health centres, distribution points)
- packaging of smaller items for distribution (e.g. malaria nets, hygiene kits and medical supplies) where possible and appropriate on these items

- staff clothing, but only where relevant to successful project delivery, such as uniforms for community outreach staff.
- during emergency humanitarian relief operations, FCDO staff should be the only personnel wearing UK aid branded clothing, to avoid confusion on the ground.
- other materials where donors and other sources of funding are recognised.

The delivery of humanitarian aid supplies should never be slowed down for branding activity.

### Communications and events associated with the programme or partnership:

- publications (e.g. annual reports, research reports)
- banners, posters or backdrops for interviews or media events
- media relations activity (e.g. press releases, briefings, presentations, in interviews)
- websites (e.g. on home page or a page listing donors)
- social media content
- video content
- speeches and lectures
- on tenders for subcontractors/subgrantee
- staff clothing, but only where relevant to successful project delivery, such as uniforms for community outreach staff.
- during emergency humanitarian relief operations, FCDO staff should be the only personnel wearing UK aid branded clothing, to avoid confusion on the ground.
- other materials where donors and other sources of funding are recognised.

The delivery of humanitarian aid supplies should never be slowed down for branding activity.

**Verbal / written acknowledgement of UK aid branding is not limited to the use of the UK aid and UK International Development logo.**

ODA funded implementing partners should also acknowledge funding from the UK government in any interviews, press releases, public statements, on social media and in all other public communication. ODA funded implementing partners must, as a minimum include the following statement in communications activities such as those listed above:

‘this project was funded with UK International Development from the UK government’

or

‘This project was funded by UK International Development’ or some appropriate variation agreed with the programme SRO.

The UK government, rather than FCDO or other UK government department, should be credited as the source of funding within the text of a document. The following disclaimer can be used:

‘This material has been funded by UK International Development from the UK government; however, the views expressed do not necessarily reflect the UK government’s official policies.’

For Humanitarian programmes and emergency response when use of branding would not hold up or slow down an emergency humanitarian response:

‘This project was funded with UK aid from the UK government’.

or

‘this project was funded by UK aid’ or some appropriate variation agreed with the programme SRO.

The UK government, rather than FCDO or other UK government department, should be credited as the source of funding within the text of a document. The following disclaimer can be used:

‘This material has been funded by UK aid from the UK government; however, the views expressed do not necessarily reflect the UK government’s official policies.’



## Logo translation

The UK aid logo is available in English and Arabic. All files are available to FCDO staff on the FCDO Brand and Media Library.

Translations of the UK Dev logo will be considered on a case-by-case basis.

Translation of the logos into other languages may be permissible following discussion with Corporate Communications - please contact [corporatecommunications@fcdo.gov.uk](mailto:corporatecommunications@fcdo.gov.uk) for further guidance.



## 7. Where the UK International Development or UK aid brands should not appear

The default position is that ODA funded implementing partners should now always use the UK International Development logo to highlight UK government funding in line with the guidance above. However, in deciding where and how UK funding is recognised, consideration should be given to the safety, security and dignity of beneficiaries and staff. Implementing partners must agree exceptions with FCDO SROs.

The UK aid logo should be used only on humanitarian programming from April 27, 2023, forwards. It is not necessary to change branding retrospectively. ODA-funded programmes that currently use UK aid logo should continue to do so, but UK Dev should be used as the default branding for new programmes.

Exceptions (for entire programmes or aspects of them) must then be approved by the Head of Department of the team in whose portfolio the programme in question sits. These exceptions may be relevant to any ODA funded programme.

ODA spending departments other than FCDO must consider them when seeking permission to use UK International Development or the UK aid branding on their programmes and detail any exceptions on their request for use of the logo.

An exception to branding a programme or aspects of a programme may be approved where:

- It may cause loss of individual or organisational human dignity – for example personal goods, individuals' homes, and businesses.
- visual or verbal identification of UK support in country endanger the lives, safety and security of the people who benefit from the programme and staff and threaten the safe and effective delivery of the project or humanitarian assistance.
- it obstructs humanitarian operations. For example, the delivery of humanitarian aid supplies should never be slowed down for a branding activity.

- visibility of funding towards a specific programme or organisation could undermine the independence or credibility of the programme or organisation. For example, programmes supporting civil society organisations lobbying the local government to increase transparency; programmes in which the final delivery partner in the chain (for example, with multilateral development banks) is a partner country government.
- the number of donors is too large for co-branding to be practical, and none of the donors are being recognised individually. In such cases, branding with UK aid may risk being misrepresentative.

**Generally, the following items should not be branded, and no exception need be sought:**

- every day stationery used by implementing partners such as business cards.
- an organisation's own office signage and office equipment including computers.
- vehicles not exclusively used for delivering UK funded projects.
- staff clothing (unless by prior agreement for project- specific materials).
- small, personal goods (for example, toothbrushes, razors)
- school books/bags.
- clothing for people who benefit from programmes. ODA funded implementing partners with queries about items that do not appear here should speak to the relevant FCDO SRO or contact at another government department in the first instance for advice and agree what is appropriate.

## 8. Co-branding with other organisations

While for some programmes, the number of donors makes it impractical to acknowledge them all, generally programmes should be co-branded. Where there are multiple donors all contributing similar amounts to a programme, UK International Development or UK aid should be given recognition in line with that given to other donors.

This includes use of the UK International Development, or UK aid, logo alongside other donor logos and implementing partner logos, and equal acknowledgement in any public statements or other communications.

FCDO will not accept instances in which acknowledgement of UK government funding and UK aid or UK International Development branding is less than that of other donors contributing similar amounts.

If the UK government is the main donor and contributes a significantly larger amount than other donor organisations, this should be duly recognised by the partner where feasible.

For example, by citing UK International Development from the UK government as the main source of funding in public statements or in other communications / documents.

There may be some programmes where the number of donors is so large that it would be impractical to acknowledge them all through co-branding. In such cases, an exception to using UK International Development branding may be agreed, but FCDO will look at each one on its merits.

This also applies to humanitarian programmes and use of the UK aid logo.

## Multilateral agencies

The FCDO has negotiated specific arrangements with ODA funded multilateral agencies with respect to communications and branding. FCDO SROs should ensure they are familiar with these arrangements and apply this ODA programme branding guidance as appropriate in light of the provisions within these arrangements. This includes completing a visibility statement wherever possible. Templates for formalising agreements with UN agencies, development banks and other multilateral agencies, which include provisions on communications and branding, can be found on the intranet (available to FCDO staff only).

## Core funding

It is generally not feasible to apply UK International Development or UK aid branding to core funded programmes because the contribution of UK funding is not identifiable from that of other donors and to recognise UK International Development or UK aid alone would misrepresent the UK government's involvement. However, FCDO should actively consider if opportunities to acknowledge funding are available and enact these where appropriate.

## 9. Use of the logo by other ODA spending departments

UK government departments other than FCDO may use the UK International Development logo on their ODA funded programmes. Permission to do so must first be sought from [corporatecommunications@fcdo.gov.uk](mailto:corporatecommunications@fcdo.gov.uk).

We ask that colleagues send us the following details on their programme:

- Name and contact email of the programme manager or SRO
- the name of your department/agency
- the programme your request relates to with a brief description of what the programme objectives are
- what logo you are requesting
- details of where and how the logo will be used in your programme

Other UK government departments are responsible for ensuring their departmental colleagues and implementing partners adhere

to the full UK International Development and UK aid branding guidance, as set out in this document once approval is given to use the UK International Development or UK aid logo.

Measures to support this include, but are not limited to:

- Sharing the UK International Development and UK aid branding guidance with colleagues / implementing partners
- Discussing visibility and branding arrangements with implementing partners at the earliest opportunity, documenting agreements made using the visibility statement in Annex A as a template.
- Including provisions on the use of UK International Development and UK aid branding and visibility in contracts and other formal agreements with partners, where feasible (e.g. when new agreements are being made).
- Agreeing with partners to review branding arrangements, and asking partners for evidence (e.g. pictures) of UK International Development or UK aid branding in situ, at regular intervals, such as existing programme review meetings.

There is approved artwork and design standards for the UK International Development logo that must be adhered to, to ensure brand consistency and integrity. Other UK government departments should only use the approved artwork as provided by FCDO and must not alter the UK aid logo. Artwork will be provided once approval to use UK aid branding has been given.

# 10. Spending on branding and communications activities

Funding from the UK government must not be used by ODA funded implementing partners to pay for communications materials and activities that do not directly support agreed programme outcomes. These include, but are not limited to, branded promotional goods, including:

- pens
- mugs
- bags
- hats /caps/t-shirts (unless part of a uniform that necessarily identifies those delivering the programme)
- communications activity and materials to promote the implementing partner organisation (as opposed to activities to promote the adoption of the development activity e.g. hand washing campaigns, vaccination drives, gender equality advocacy, etc)

## Cost of using the UK international Development and UK aid logo

Where branding forms part of an organisation's own standard practices, applying the UK International Development or UK aid logo is unlikely to incur significant additional costs and will, in most cases, be used wherever the implementing partner's own logo is to be used in the field. For instance, if signage at a health centre is required, incorporating the UK International Development or UK aid logo onto that signage should not add significant cost.

If applying the UK International Development or UK aid logo to acknowledge funding from the UK government does involve additional costs, for example for production of signage that would not otherwise have been required, a proportionate amount of the programme budget may be used. This amount should be agreed in advance as reasonable by both the implementing partner and FCDO programme SRO. In all cases, costs associated with applying the UK International Development or UK aid logo should be kept to a minimum, and implementing partners should always ensure that UK International Development or UK aid branding is being applied in the most cost-effective way.

If branding is not in place on ODA funded programme assets but should be according to the completed visibility statement, the implementing partner is responsible for any costs associated with putting this right.

### **Ordering branded items**

FCDO staff may occasionally need to order branded items, such as pop-up banners or t-shirts, for events, field visits, or to refresh branding in country offices. Enquiries about ordering branded items should be sent to [corporatecommunications@fcdo.gov.uk](mailto:corporatecommunications@fcdo.gov.uk). Spend on branded materials may be subject to communications spending controls. FCDO staff should read the information on communications spending controls on the intranet (available to FCDO staff only) to make sure they are compliant.



# Annex A: Visibility statement template.

## UK aid and UK International Development visibility statement

As part of your funding agreement with FCDO, you are required to acknowledge funding from the UK government on your ODA funded programme, in written materials and verbal statements and through use of the UK International Development (UK Dev) logo on programme assets. Please refer to the UK Dev branding guidance for further information on how to acknowledge ODA funding from the UK government. Please note that from April 27, 2023, the UK aid logo will be used mainly for humanitarian and rapid onset disaster responses. If you are not clear on what logo to use then check with your FCDO programme manager.

You may be asked to provide, as part of your agreed reporting to FCDO, evidence of the branding in use, including photographs of the logo in the field and examples of communications materials.

By completing and signing this statement you agree to fulfil these requirements.

<b>1. Organisation name:</b>
<b>2. Programme name and brief description of what it will deliver:</b>
<b>3a. Please list the assets that will be delivered by the programme that will carry the UK aid or UK International Development logo or acknowledgement of UK International Development funding.</b>  <i>List all assets including physical items and supplies, and other non-physical items that will be delivered as part of the programme e.g., annual reports, research reports, websites, press releases, other communication or event materials (refer to Sections 5 &amp; 6 of the branding guidance for more information on where UK International Development branding should / should not appear).</i>

## Annex A: Visibility statement template.

**3b. Please list the assets that will be delivered by the project that will not carry the UK aid or UK International Development logo and/or acknowledgement of funding and explain clearly why these items will not carry UK aid or K International Development branding. All exceptions require approval by the Head of Department of the team in whose portfolio the programme sits and a record of this approval, e.g. an email, should be kept along with the programme documentation (refer to Section 6 of the UK aid branding guidance for more information on branding exceptions):**

### **Declaration:**

I understand that no UK International Development funds may be used to procure any promotional communications goods or activities that do not have a direct impact on the successful delivery of this programme or serve to increase the transparency of funding.

By signing this statement, you agree to fulfil the commitments stated above:

### **Partner organisation representative:**

Name:

Job title:

Signature: \_\_\_\_\_ Date:

### **Agreed by FCDO programme manager:**

Name:

Job title, department:

Signature: \_\_\_\_\_ Date: *UK International  
Development branding should / should not appear*.

The UK International Development logo is made up of three elements:

- the Union Flag: one of the most recognised images in the world, clearly linking our work to the UK
- UK International Development: a word that members of the UK public associate with our work
- Partnership, Progress, Prosperity: strapline that states
- the colours used are the officially recognised colours of the Union Flag.

If you are using red and blue elsewhere in your design, try to match them to those of the logo.

Figure 1. UK International Development large logo version

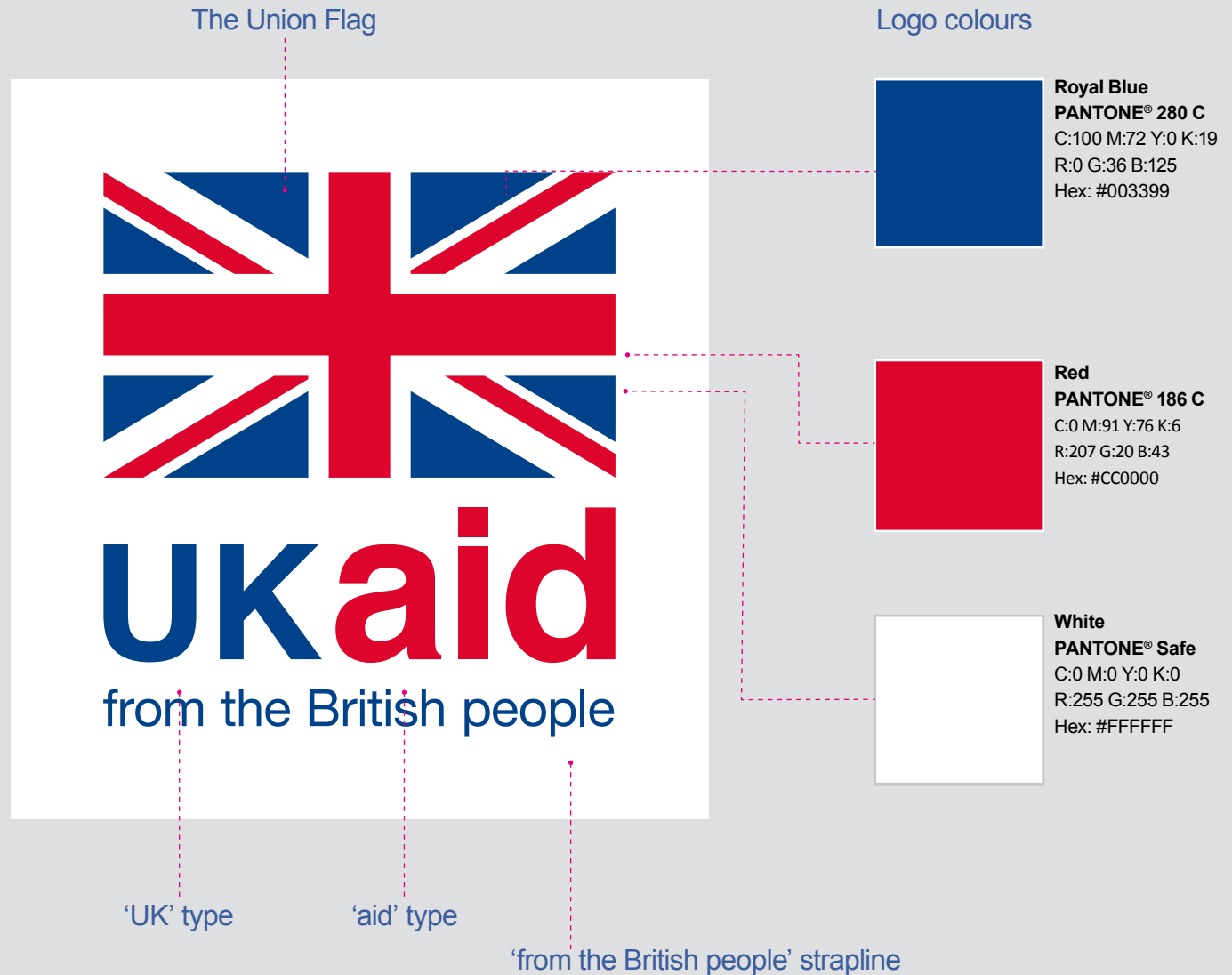


Figure 2. UK aid large logo version

The UK aid logo is made up of four elements:

- **the Union Flag**: one of the most recognised images in the world, clearly linking our work to the UK
- **UK**: this signifies that the activity is funded by the government of the United Kingdom of Great Britain and Northern Ireland
- **aid**: a word that members of the UK public associate with our work
- **from the British people**: reinforces recognition that UK aid is funded by British taxpayers
- the **colours** used are the officially recognised colours of the Union Flag.

If you are using red and blue elsewhere in your design, try to match them to those of the logo.



The UK International Development logo should always have a border of clear space to ensure it stands out clearly. This is also known as the exclusion zone, and its width is determined by the width of the letter 'D'. Nothing, including the edge of a page, should fall within the exclusion zone.

See Figure 3 opposite for details.

Organisations receiving funding under UK International development should use the UK International development logo.

### Minimum size

The minimum width of the logo is 27mm.

See Figure 4 below.



Figure 3.

UK International Development logo exclusion zone.

The width of the 'D' in the 'UK International Development' text equals the depth of the exclusion zone



The UK aid logo should always have a border of clear space to ensure it stands out clearly. This is also known as the exclusion zone, and its width is determined by the width of the letter 'U'. Nothing, including the edge of a page, should fall within the exclusion zone.

See Figure 5 opposite for details.

Organisations receiving funding under UK Aid Match should use the UK Aid match logo. All guidance principles outlined in this document apply to both the UK and UK Aid Match logos.

### Minimum size

The minimum width of the logo is 17mm, measured by the width of the flag.

See Figure 6 below.



Figure 5.  
UK aid logo  
exclusion zone

The width of  
the 'U' in the  
'UK aid' text  
equals the  
depth of the  
exclusion zone

Exclusion zone























Organisations receiving funding under UK Aid Match should use the UK Aid match logo. All guidance principles outlined in this document apply to both the UK and UK Aid Match logos.

# 31 Annex C: Using the logos - where and how.

Mission Crest	UK Government	FCDO Corporate Logo	UK aid	GREAT	UK DEV	Notes
						



## Stationery

Letterheads and business cards for staff based in UK							FCDO Corporate logo only to be used domestically for a UK audience
Letterheads used by staff at post							
Front of business cards for staff at post							
Back of business cards for trade officials at post							

# 32 Annex C: Using the logos - where and how.

Mission Crest	UK Government	FCDO Corporate Logo	UK aid	GREAT	UK DEV	Notes
 British Embassy Helsinki	 UK Government	 Foreign, Commonwealth & Development Office				

## Programmatic Branding

Communications on Humanitarian and rapid onset disaster responses programme outputs and related events							
Communications on ODA funded programme outputs and events							In certain circumstances the UK Government logo may be an alternative if use of the UK aid or UK Dev logo is controversial
Non-ODA funded programme outputs and events							Depending on context the programme is operating in the UK Government logo, or the mission Crest can be used on non-ODA funded programmes



# 33 Annex C: Using the logos - where and how.

Mission Crest	UK Government	FCDO Corporate Logo	UK aid	GREAT	UK DEV	Notes













## Events

Comms activity aimed at local audiences at post on cultural events e.g. Burns' Night, sporting events such as the World Cup, the Olympics and so on							Some events could be co-branded with the Mission Crest and the Great logo where appropriate to do so. Posts could also use centrally created content which uses the UK Government logo.
Comms activity aimed at UK audiences on cultural events eg Burns' Night, sporting events such as the World Cup, the Olympics and so on.							FCDO Corporate logo only to be used domestically for a UK audience. Some events could be co-branded with the FCDO corporate and the Great logo where appropriate to do so.

# 34 Annex C: Using the logos - where and how.

Mission Crest	UK Government	FCDO Corporate Logo	UK aid	GREAT	UK DEV	Notes
						

## Events

Comms activity aimed at local audiences at post to mark UK or in-country national events and commemorations.							Events such as Armistice Day at Post and other national commemorations. Eg: major anniversaries around events such as 2004 Tsunami, or the genocide in Rwanda. Or events such as Armistice Day in relevant countries Posts could also use centrally created content which uses the UK Government logo.
Comms activity to UK audiences to mark UK or In-country national events and commemorations							FCDO Corporate logo only to be used domestically for a UK audience.

# 35 Annex D: Using the logos - what not to do.

Alterations to the UK International Development logo are not permitted. It is important for consistency and recognition that you use only official versions of the UK International Development logo. Start with the original artwork files each time.

The full colour UK International Development logo should only be used against a white background.

If you use a sign painter, do not accept work unless it is faithful to the original.

**Do not alter the size of or rearrange any of the elements**



**Do not change the font or alter any of the text**



**Do not remove or create your own straplines**



**Do not rotate**



**Do not change the colours**



**Do not stretch the logo out of shape**



**Do not use the text without the flag**



Alterations to the UK aid logo are not permitted. It is important for consistency and recognition that you use only official versions of the UK aid logo. Start with the original artwork files each time.

The full colour UK aid logo should only be used against a white background.

If you use a sign painter, do not accept work unless it is faithful to the original.

**Do not alter the size of or rearrange any of the elements**



**Do not change the font or alter any of the text**



**Do not remove or create your own straplines**



**Do not rotate**



**Do not change the colours**



**Do not stretch the logo out of shape**



**Do not use the text without the flag**



The [Brand and Media Library](#) includes branding guidance, logos, campaign assets and approved imagery and digital content. It is available for all FCDO staff to access, and we encourage communication staff across the network to register so that your application can be approved in advance of you needing to access the library.

Please note that this resource is not currently open to partner organisations, but FCDO programme managers and SROs are able to register and access the library and deal with partner organisation's request for logo artwork in providing that request is in line with an agreed visibility statement,

### Registering on the new brand library

To register, you need to visit the site, select 'Register' on the login page, and then enter your FCDO email address and other required details. You will receive an email when your account has been set up and you can then log in and browse the site.

