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AGENCE FRANÇAISE DE DÉVELOPPEMENT

Visibility guide

FOR PROJECTS SUPPORTED BY AFD'S CSO INITIATIVE MECHANISM

LEVEL 1

#WorldInCommon

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OVERVIEW OF *visibility* OBLIGATIONS

THE CIVIL SOCIETY ORGANIZATION (CSO) THAT RECEIVES AFD FINANCING MUST UNDERTAKE TO COMPLY WITH THE VISIBILITY GUIDELINES SET OUT IN THE TABLE BELOW. THE FINANCING AGREEMENT STIPULATES THE VISIBILITY OBLIGATIONS APPLICABLE TO THE PROJECT

The 4 visibility obligations for LEVEL 1

ALL PROJECTS WITH THE SUPPORT OF AFD

1 **Make reference to the support of France and AFD** as described on p. 8 of this guide. The CSO must display the France/AFD logo on all communication materials used for the project, throughout its duration.

2 **Provide photos** to illustrate the project as described on p. 13. The CSO must send one or two photos to the AFD project team once the financing agreement has been signed and then a selection of photos at each key stage of the project.

3 **The CSO produces a project communication sheet** based on the template and format available at www.afd.fr/en*. The CSO must submit this communication sheet via OSCar upon request of the first payment.

* See https://www.afd.fr/en/financing-ngo-projects, under the Reference Documents section - Appendix 11.

4 **Invite AFD and the embassy** to key project-related events, p. 15. The CSO must invite representatives from the local AFD office and the French Embassy to all project related events, throughout the project's implementation.

WHY IS *communication* IMPORTANT?

PROJECT VISIBILITY, AN OPPORTUNITY FOR YOU AND FOR AFD

As a financial institution and operator of the French government's development and international solidarity policy, Agence Française de Développement (AFD) is bound by an **obligation of transparency and accountability** to French citizens, as well as to beneficiaries of its financing. As such, AFD must ensure the visibility of its support and the support of France for the projects and programs it finances.

An effective communication plan will help to **raise your profile and promote your activities and your project's positive impact on its beneficiaries**.

It is your responsibility, as the person at grassroots level, to ensure the visibility of these projects.

A CONTRACTUAL OBLIGATION

The application of the guidelines provided in this visibility guide constitutes **a contractual obligation** as specified in the financing agreements entered into with AFD.

In addition to the visibility of AFD financing, the guidelines herein also provide a framework for using our image and promoting our activities, while upholding our values.

DEVELOP THE REFLEX FOR VISIBILITY AND EFFECTIVE COMMUNICATION

Effectively communicating on and ensuring the visibility of a project helps to:

Keep people informed: promote and raise the profile of projects that you implement and we support

Build your reputation amongst certain target audiences and enlist their support (decision-makers, donor partners, media, the general public, etc.)

Consolidate your position as a recognized player in your field.

ENSURING *the visibility of your projects*

YOUR CSO RECEIVED FINANCIAL SUPPORT FROM FRANCE VIA AGENCE FRANÇAISE DE DÉVELOPPEMENT?
THIS GUIDE PROVIDES ADVICE AND EXPLAINS HOW TO ENSURE THE VISIBILITY OF PROJECTS WE SUPPORT

THIS GUIDE OFFERS STRAIGHTFORWARD ADVICE ON:

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Using the France/AFD logo and referencing our support for the project.

Producing communication materials and notes on how to distribute them.

Various possible communication actions.

SECURITY, CREDIBILITY… PROJECTS EXCLUDED FROM COMMUNICATION

The communication guidelines apply to all projects financed by AFD except for:

- Projects involving sensitive security issues that could pose a risk to partners and beneficiaries
- Cases where communication may adversely affect or hinder the smooth running of the project

Such exceptions will be discussed between the CSO and AFD on a case-by-case basis.

QUESTIONS ABOUT THE VISIBILITY OF YOUR PROJECT

If you have any further questions about project communication or using the France/AFD logo, please contact the project manager of your local AFD agency or your project coordinator.

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Logos, methodologies, and more: all the relevant documents for ensuring the visibility of your project are provided in the Comm. Kit.

A KEY TOOL
the Comm. Kit

THIS KIT CONTAINS THE KEY TOOLS AND TUTORIALS REQUIRED TO ENSURE THE VISIBILITY YOUR PROJECTS CO-FINANCED BY AFD. FOR THE COMMUNICATION SHEET, THE TEMPLATE TO BE USED TO CREATE THIS DOCUMENT AND THE VISUAL FORMAT REQUIRED.

THE COMM. KIT INCLUDES THE FOLLOWING:

- This guide with tips and guidelines to ensure the visibility of your project.
- Different versions of the France/AFD logo.
- AFD Group presentation summaries translated into several languages.
- A transfer deed of image rights and a transfer deed of copyright for photos and videos.
- For the communication sheet, the template to be used to create this document and the visual format required.
- For media relations, an example of a press release and an invitation for journalists.

ENSURING OUR MUTUAL VISIBILITY

4 OBLIGATIONS TO ENSURE THE VISIBILITY OF YOUR PROJECT AND OUR SUPPORT:

1

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Make reference to the support of France and AFD
p. 8 to 12

2

Provide photos to illustrate the project
p. 13

3

Produce a project communication sheet.
p. 15

4

Invite AFD and the embassy to key project-related events
p. 15

BE VISIBLE FROM THE START OF THE PROJECT

A project visibility campaign must be launched **from the start of the project**, as soon as the financing agreement has been signed. This visibility plan can be easy to implement and **does not require a specific budget or skills**. Project visibility will help build your reputation and your image, while promoting your work to other project stakeholders, partners and the general public.

1 MAKE REFERENCE TO THE SUPPORT OF FRANCE AND AFD ON ALL THE COMMUNICATION MATERIALS ASSOCIATED WITH YOUR PROJECT

AFD'S EXPECTATION: WIDESPREAD AND EFFECTIVE VISIBILITY

Ensuring that the France/AFD logo is present **on all communication materials and during any promotional activities** makes the support of France and AFD visible to all those who stand to benefit from the projects it finances.

THE SUPPORT OF FRANCE AND AFD

Must be referenced on all project-related communications tools by using our France/AFD logo:

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See our guidelines for correct use of the France/AFD logo on pages 18 and 19.
Different examples of the France/AFD logo are available in the Comm. Kit.

PRESENTING AGENCE FRANÇAISE DE DÉVELOPPEMENT

The AFD Group presentation summary can be used, as well as the logo, on press releases, reports and studies.

The AFD Group presentation summary is provided in several languages in the Comm. Kit.

WHERE, WHEN AND HOW SHOULD AFD AND FRANCE BE REFERENCED?

THE REFERENCE TO THE SUPPORT OF FRANCE AND AFD WITH OUR COMMON LOGO MUST BE PRESENT ON ALL COMMUNICATION SUPPORTS AND DURING ALL ACTIVITIES ASSOCIATED WITH THE PROJECT

AT THE LOCATION WHERE THE PROJECT IS BEING IMPLEMENTED

On-site, whether on private or public land, you are required to:

- Put up signs referencing the support of France and AFD (at the sites during the construction work, on structures with commemorative plaques or monuments at the end of the project), on equipment (on tools specific to the project, for example) and at other potential locations on site;
- Ensure that equipment or buildings bearing the France/AFD logo are properly maintained. Keep plaques and logos up to date and in good condition. You must take all necessary steps to replace damaged items until completion of the project co-financed by AFD.

IF YOUR PROJECT IS SUPPORTED BY SEVERAL DONORS

The logo and support of France and AFD are referenced in the same way and afforded an equal level of visibility as those of other project donors. In this case, it is important that you coordinate the communication actions required by co-financiers.

IF YOUR PROJECT HAS ITS OWN BRAND

Some projects that receive support from France and AFD have their own brand and a specific logo. In this case, the logo and support of France and AFD are referenced in the same way and afforded an equal level of visibility as those of the project.

Resolution, size, location, etc.
Guidelines on the correct use of the France/AFD logo can be found on pages 18 and 19.

AT EVENTS

The support of France and AFD must be referenced on all printed materials for an event (see p. 8) including signage (banners, posters, stands, kakemonos, billboards, etc.). Reference to our support must also be displayed during oral presentations.
The local AFD and embassy offices must be informed of, invited to and quoted at any event organized as part of a project with the support of AFD.

The France/AFD logo and the summary presentation of AFD's activities can be found in the Comm. Kit.

ON PRINTED PUBLICATIONS

Printed publications may refer to brochures, presentation booklets, fliers, studies, reports, research papers, posters, public awareness materials, etc.
If there is sufficient space on these materials, the summary presentation of our activities should be included with the France/ AFD logo (p. 8).

ON PRESENTATIONS

On presentations related to the project, at webinars, training programs, conferences, MOOCs, etc.

IN AUDIOVISUAL WORKS

In **videos,** with a reference on the screen either at the beginning or end.
In **podcasts,** with an audio or visual reference.
With **photos,** in the caption accompanying the image.

DURING AWARENESS-RAISING ACTIVITIES INVOLVING THE PROJECT'S FINAL BENEFICIARIES

On fliers, awareness-raising tools, training kits, promotional stands, etc.

ENSURED VISIBILITY ON YOUR ONLINE MEDIA

BY DISPLAYING THE FRANCE/AFD LOGO AND A LINK TO www.afd.fr/en

- On **Websites or Internet pages** which mention the project;
- On **newsletters and email campaigns** which mention the project, located near to the content about the project.

ENSURED VISIBILITY ON YOUR SOCIAL MEDIA PAGES

Publish posts illustrated with a photo at key stages of the project. Always refer to AFD when mentioning the project, by tagging the target links:

- Twitter: @AFD_France
- LinkedIn: Agence_Française_de_Développement
- Facebook: @AFDOfficiel
- Instagram: afd_france
- YouTube: AFD – Agence Française de Développement

These posts can be shared via AFD's social media accounts.

SPECIFIC CASE OF MEDIA RELATIONS

ON PRESS RELEASES AND MEDIA INVITATIONS

You can produce a press release at the start of the project and possibly at other key stages (laying of the first stone, evaluation, etc.).
This press release can make reference to the support of France and AFD by:

- Displaying our common logo with the reference to our support;
- Including the AFD group presentation summary;
- Including a quote from one of the AFD project managers.

It is essential that the content of this press release is approved by your AFD contact.

Reference to the support of France and AFD can also be made through comments at press conferences and meetings with the media.

The AFD Group presentation, an example of a press release and a press invitation can be found in the Comm. Kit.

AFD, A REGISTERED BRAND

You are authorized to use the France/AFD logo without having to consult us. However, such use must be in accordance with the guidelines herein and with the specific instructions for certain forms of media, press releases (see opposite), studies and reports produced on your own initiative and must include the disclaimer (see below).
The context in which AFD's image and actions are used must also be in keeping with our values and strategy and must not cause harm to our reputation.

DISCLAIMER

For any content production and communication materials, the France/AFD logo must be displayed along with a disclaimer:
"This film/video/radio production/brochure... is supported by ***Agence Française de Development****. The ideas and opinions expressed herein are those of the authors alone and do not necessarily reflect the views of Agence Française de Développement."*

AFD shall not be held liable for the content of communication materials produced by its partners under any circumstances.

2 USE PHOTOS TO ILLUSTRATE YOUR PROJECT

AFD'S EXPECTATION: A PHOTO KIT TO ILLUSTRATE YOUR PROJECT

Photos are an essential part of communication: they attract attention, illustrate your point with images and help put the project in visual perspective. A smartphone or personal camera will usually suffice for taking good photos.

YOU ARE REQUIRED TO PROVIDE THE FOLLOWING:

- One or two photos **when submitting the communication sheet**;
- A selection of photos **when sending the interim report and then the final report**.

These photos must be:

- In **high definition** (300 DPI/500 KB minimum)
- Preferably in a **horizontal** rather than vertical format
- Correctly **labeled**
- Sent to the AFD manager **as the project progresses and at least when submitting the implementation reports.**

HOW SHOULD YOU ILLUSTRATE YOUR PROJECT?

At the very start of the project, when there is nothing physical to see (an infrastructure project, for example) or when your theme is difficult to illustrate (governance, support for communities or national actors), you should provide one or two contextual photos. For example: photos of a nature reserve for a biodiversity project, of inner city districts to illustrate an urban development project, of solar panels or a wind turbine for a sustainable energy project, etc.

For the second stage, we require that you take photographs at key stages of a project and of its results and impact throughout the implementation phase.
If the project offers a lot of visual opportunities, feel free to hire a professional photographer.

To illustrate a non-visual project, ensure that you frame your photos properly and select the right image resolution, etc. Tips on how to photograph your project and add captions to your photos can be found on pages 20 and 21.

OBTAIN IMAGE RIGHTS

You must **obtain a declaration of consent** from the individuals appearing in a video or a photo before using their image. This obligation is particularly strict for image rights relating to children. In this case, it is essential that you obtain permission from a parent or guardian to use and share these photos.
To ensure that AFD is also able to freely use and disseminate these photos, you must return the transfer deed of image rights for the person(s) photographed to AFD, signed by the person(s) in the photo (or by their representative(s) if they are minors), as well as transfer deed of copyright for use by AFD, signed by the authorized representative of the financial beneficiary.
In order to legally transfer your copyright to AFD, you **must have previously obtained the transfer of all intellectual property rights and all authorizations necessary for their use by AFD from the photograph copyright holder**. These photos will be stored in our photo library and used on our own communication materials.

SEND YOUR PHOTOS TO AFD

Your photos are ready and you would like to share them with AFD?
You can simply:

- Send them in high definition by email to your AFD contact
- Attach the transfer of rights form and your captions to your file

A transfer deed of image rights is provided in the Comm. Kit.

A transfer deed of copyright is provided in the Comm. Kit.

If your files are too large to be sent by email, refer to p. 22.

3 PRODUCE A PRODUCT COMMUNICATION SHEET

AFD'S EXPECTATION: A BRIEF PROJECT DESCRIPTION

A key tool for project visibility, **it is your responsibility to draft and submit the project communication sheet to OSCar with your first payment request at the latest.**
This sheet briefly summarizes the essential project information:

- background information on the project;
- a project description;
- its impacts and main expected results (indicators or quantified beneficiaries);
- its location, start and end dates, the amount of financing and its duration and the project's partners.

The Word template, and a tutorial on creating a communication sheet, are available and can be downloaded from the AFD website, https://www.afd.fr/en/financing-ngo-projects under the Reference Documents section - Appendix 11.

A COLLABORATION BETWEEN YOU AND AFD

Once drafted, the project communication sheet is **sent to the AFD DPA CSO project manager via OSCar for validation, upon the first payment request.**
The contents of this sheet can be:

- used to create a web page about the project on your website;
- published online via our website at: www.afd.fr/en;
- sent to anyone who would like information about the project in PDF or printed format.

4 INVITE AFD TO KEY PROJECT-RELATED EVENTS

AFD'S EXPECTATION: TO BE INVITED TO YOUR KEY EVENTS AND TO PROVIDE SUPPORT

When organizing an event related to an AFD-financed project, we request that you inform and invite AFD representatives (local AFD office + french embassy representatives for field projects and/or the DPA/CSO project manager for general interest projects) throughout the project implementation phase.

OUR TIPS ON…
defining communication tools and actions

This list is not exhaustive, but provides examples of actions and tools that can be used to increase the visibility of a project.
Two examples: if your project is highly visual, use photos, videos and site visits. If your project improves the daily life of a community, prioritize the use of portraits in the form of interviews, themed videos and awareness-raising activities.

VISIBILITY OF THE AFD BRAND

- See pages 18 and 19.

PRINTED COMMUNICATION MATERIALS

- Presentation brochures, leaflets, fliers;
- Larger brochures, even books;
- Kakemonos, banners, signs, wrap advertising;
- Posters.

WEB TOOLS

- An Internet page dedicated to the project and hosted on your website. A website dedicated to the project should be the exception;
- Posts on your social media. Social media dedicated to the project should be the exception;
- Mailshot and newsletters;
- Infographic that tells the story of a project through data in an educational way;
- Integration of visual identity/logo in the e-mail signature.

AUDIOVISUAL

- Photo;
- Short video of 1 to 3 minutes for web platforms and social media;
- A longer video documentary for a specific TV or web broadcaster;
- Podcast.

TEXT CONTENT

- Key messages;
- Articles, reports, interviews with project and final beneficiaries;
- Discussion points which can be sent to anyone who has to talk about the project publicly;
- Newsletters;
- A Powerpoint presentation on the project.

For printed communication tools, you can use existing AFD publications for inspiration. If required, please ask for some examples of our publications from the AFD project team. You can also see our publications on **afd.fr.**

For videos, podcasts and reports, you can use existing tools for inspiration. Feel free to visit our **YouTube channel** or listen to examples of our **podcasts.**

MEDIA RELATIONS

- Press kit to inform journalists about the project. It contains all communication materials related to the project;
- Press release at key stages of the project;
- Press conference and briefing: the media is invited at a key stage in the project and journalists are given the opportunity to ask questions;
- Media invitation to events;
- Press trip and reception of journalists on request;
- Press review to gather data on coverage of the project in the media;
- Journalist file with their field of work and the name of the media organization. This is useful for press releases and mailshots.

Examples of press releases and media invitations are provided in the Comm. Kit.

MARKETING

- In the media: TV and radio spot ads, paid infomercials;
- Public poster campaign;
- SMS mailshots, telemarketing campaigns;
- Competitions;
- Goodies: T-shirts, pencils, bags and other promotional items.

EVENTS

- Launch event attended by all the project stakeholders;
- Event for the laying of the foundation stone;
- Closing event;
- Open days at key stages of the project;
- Attendance at and organization of seminars, symposia and conferences (face-to-face or by video), participation in conventions, trade shows, and international events related to the project;
- Webinars, MOOCs, presentations;
- Exhibitions, live events.

Wherever possible, communication materials and activities should be produced in a sustainable and responsible way (recycled materials, use of local companies, etc.).

MAKE EFFECTIVE USE *of the France/AFD logo*

CORRECTLY REFERENCE THE NAME AGENCE FRANÇAISE DE DÉVELOPPEMENT

- Agence Française de Développement is **always written in French,** regardless of the language of the communication support in which the name of the agency is mentioned;
- Agence, Française and Developpement are **capitalized;**
- **No abbreviations** are permitted;
- AFD is the **only acronym** accepted.

CORRECT USAGE

✓ Agence Française de Développement

✓ AFD

INCORRECT USAGE

✗ Agence française de développement

✗ Ag. française de dev.

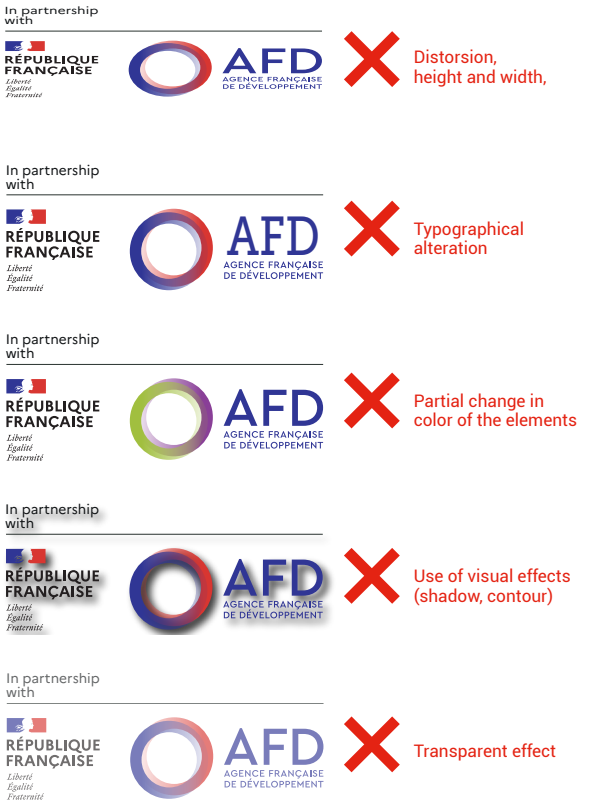
✗ French Agency of Development

✗ FAD, FDA, AfD, and so on.

CORRECT USE OF THE FRANCE/AFD LOGO

✓ CORRECT FRANCE/AFD LOGO TEMPLATES

✗ INCORRECT FRANCE/AFD LOGO TEMPLATES



CORRECT USE OF THE FRANCE/AFD LOGO

CORRECT FRANCE/AFD LOGO TEMPLATES

INCORRECT FRANCE/AFD LOGO TEMPLATES

LOGO VISIBILITY

The logo must **be clearly** visible against the background.

The logo **must not obstruct** or **blend into the image.**

LOGO SIZE AND RESOLUTION FOR PRINTED MATERIALS

For all non-web publications:

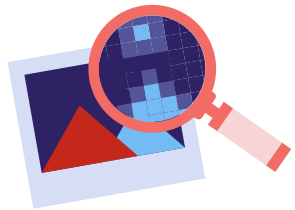
- The size of the horizontal logo must be greater than or equal to 30 mm (1.2 inches);
- There must be a minimum safety margin of 5 mm around the logo so that it remains legible and visible;
- Prioritize the use of high definition files for printed materials.

- In this case, the logo is too small, it is illegible;
- Blurred or pixelated logo: the resolution of the image used is probably too low. Tip: use a higher definition image with better resolution;
- Not enough space around the logo: it is illegible and blends in with the surroundings.

LOGO RESOLUTION ON WEB PLATFORMS

Prioritize the use of the low definition version on web platforms while keeping to a minimum file size of 150 pixels.

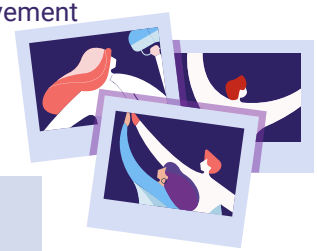
TAKING PHOTOS OF *a project*



CHOOSE YOUR SUBJECT CAREFULLY AND TAKE EFFECTIVE PHOTOS

OPT FOR VIBRANT PHOTOS

- Prioritize natural-looking scenes rather than staged photos
- Take photos of people in action. For example: a photo of people working in a field can tell a story about an agricultural development project. Please note, action does not mean people actually in movement



Tip: feel free to take lots of photos and then select the best ones.

TELL THE STORY OF THE PROJECT THROUGH IMAGES

- **Take photos of the project's key stages** and of its main themes to illustrate the progress made and its impact.
- **Include a human element** in your story with both men and women, if possible. A photo of a well is more interesting if the people using it are visible
- **The ceremonies** that mark the various milestones throughout a project do not tell its story. Photos of formal meetings or of groups of officials should be avoided unless that is the subject you are aiming to document

AIM FOR THE BEST POSSIBLE TECHNICAL QUALITY

- Visually, check the sharpness of the photo by zooming in on the image
- In terms of image definition: image resolution 300 DPI, file size: minimum 500 KB

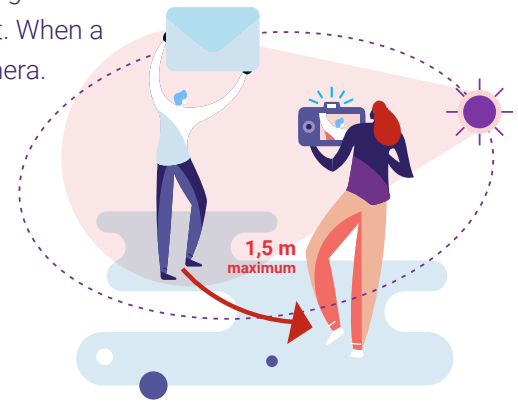
ILLUSTRATE THE PROJECT'S IMPACT ON CERTAIN COMMUNITIES

AFD places great importance on visibly illustrating the impact of projects on beneficiaries, particularly young people (young men and women between 18 and 35 years old), women, seniors, people with disabilities, and any other category of vulnerable citizens. This is even more important when producing videos and photos.

FRAME YOUR PHOTOS CORRECTLY AND MAKE EFFECTIVE USE OF LIGHT

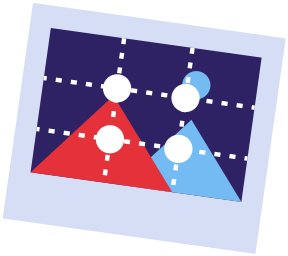
PAY ATTENTION TO THE LIGHTING

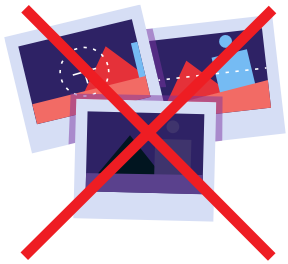
To prevent any backlighting or shadows, the light source (sun, lamp, window) must be behind the photographer and the subject. You should also take note of any light sources at the sides that could overexpose the subject. When a location is too dark, use the flash on your camera. Beware of red eye and overexposure.



FRAME THE SUBJECT CORRECTLY

- In photography, the rule of thirds states that the image should be seen as divided into nine equal parts, by two equally spaced horizontal lines and two equally spaces vertical lines (lines of thirds). The important elements of the composition should be placed either along these lines or on their intersections (strong points)
- The horizon line should be horizontal, without tilting
- The main subject should stand out and be clearly visible against the background





CAPTION PHOTOS CORRECTLY

Without a caption, a photo has no context: it cannot be classified or used. On an appended Word document, the photo caption must cite the following:

Caption	*Example*
The number or the file reference of the photo	82038.jpeg/Oruro_Plant1.jpeg
The name of the project involved, the location and date of the photo	Oruro–Oruro Solar Power Plant Bolivia –20.01.2021
The copyright or photo credit (last name and first name or name of agency that took the photo)	© Pablos Ramos Roncal
A brief description of the image that possibly includes the names of identifiable people	AFD is co-financing the construction of a photovoltaic solar power plant, located 45 km from the city of Oruro. This is Fernando Gonzalez, its director. The project partner is…
A transfer deed of image rights and/ or a transfer deed of copyright	Document to be attached to the photo or report

A transfer deed of image rights and a transfer deed of copyright are available in the Comm. Kit.

SHARING YOUR *communication materials*

All communication materials relating to a project must be shared with AFD, from posts on social networks to articles in newsletters to videos.
For effective communication, you should share all of your communication tools with all of the project's stakeholders. This network can be used to promote your activities, ensuring maximum visibility.
For its part, AFD can promote your project by using your materials and productions (videos, articles, photographs, brochures, etc.), as well as by sharing its own materials with you.

SEND YOUR COMMUNICATION MATERIALS TO AFD

You can send your communication materials to the AFD:

- By email
- By wetransfer.com, grosfichiers.com and transfernow.net for large files
- By providing us with access to your servers

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