

Visibility Guidelines

For NGOs and the Red Cross/Red Crescent movement implementing partners

The oPt Humanitarian Fund (oPt HF) encourages all partners to promote their work and assistance funded by the oPt HF. This document presents the guidelines that partners should consider when publishing visibility content. In order to maximize promotion of projects, and to avoid incorrect reference to the oPt HF, partners are requested to be in touch with OCHA Humanitarian Financing Unit – HFU via the Fund Manager. Approval from HF Fund Manager is necessary when producing external material.

1. Social Media

When promoting their work on social media and referring to the oPt HF, partners should mention [@OCHAoPt](#) on Facebook and [@OCHAoPt](#) and [@CBPFs](#) on Twitter - see details in orange box. If possible, partners can also link to the oPt HF [website](#).

2. Visibility material

During project implementation or immediately thereafter, partners are encouraged to collect various audiovisual material such as photos, videos and personal stories from beneficiaries (see annexes). Make sure that the focus of the collected material is on the affected people and on the specific project.

In other external material, both printed and digital, make sure that oPt HF is mentioned as the source of funding and use the correct visual branding (see below). Do this also for interviews, press releases, reports etc. Specify the project title and duration as per the signed Grant Agreement.

⇒ Before printing or publishing, always be in touch with oPt HF Fund Manager, to avoid incorrect use of the oPt HF branding.

Facebook:

[@OCHAoPt](#)

Twitter:

[@OCHAoPt](#), [@CBPFs](#)

Website:

English: [ochaopt.org/hf](#)
Arabic: [ochaopt.org/ar/hf](#)

Each partner should submit at least one success story and four pictures for each project. Please, see the annexes for more information.

Follow this [link](#) for examples of oPt HF success stories.

3. Physical visibility

On the project implementation site (banners, billboards, stickers, roll-ups etc.), indicate that the project is supported by the oPt HF, by using the correct visual branding (see below). Make sure to specify project title and duration as per the signed Grant Agreement.

4. Other reports

Partners are encouraged to refer to the oPt HF as their source of funding in any press releases or other material, such as annual reports.

4. How to refer to the oPt HF

Since the oPt HF is not a donor, it should not be described as one. Instead, the following phrases should be used:

- “Funded by the oPt Humanitarian Fund (oPt HF)” or “Funded by the oPt HF”.
- “Supported by the oPt Humanitarian Fund (oPt HF)” or “Supported by the oPt HF”.

5. oPt HF visual branding

The oPt HF Logo is blue (CMYK=68, 34, 0, 0; RGB=65, 143, 222), but the white version could also be used against a dark background (they can be downloaded [here](#)). It contains the acronym, and the full title, and is either blue or white. The wordmark may not be altered, changed, modified, or added to in any way. Make every effort to place it over a solid background. The below examples show the correct and incorrect use.



Visibility Guidelines

For NGOs and the Red Cross/Red Crescent movement implementing partners

Visibility guidelines for implementing partners



6. Some incorrect practices to avoid

- oPt HF allocations should **never be referred to as “funding from OCHA”**. While OCHA manages oPt HF, the allocation decisions are approved by the Humanitarian Coordinator based on priorities identified jointly by humanitarian partners in the oPt through the Fund’s governance mechanism.
- **Do not use the old oPt HF logo or the OCHA logo** at the project implementation sites or on printed materials.. **The oPt HF logo should not be modified.**
- oPt HF does not implement projects.
- Partners **should not refer to or use branding materials from individual donors** to oPt HF.
- When using both your partner logo and the oPt HF logo, please make sure **both logos are presented equally, equal size and presentation**. If needed, use the version with the blue background to make it stand out.

For more information and for more detailed and context-specific guidelines on oPt HF messaging, all stakeholders are strongly encouraged to get in touch with OCHA oPt, Head of Humanitarian Financing Unit and Fund Manager:

Mr. Saad Abdel-Haq

☎ Mobile: +972 (0)54 33 11 815
☎ Landline: +972 (0)599 418 342
☎ Fax: +972 (0)2582 5841
✉ Abdel-haq@un.org

Visibility Guidelines

For NGOs and the Red Cross/Red Crescent movement implementing partners

Annex A – Success Stories

One of the most powerful ways of communicating the impact of projects to donors and international audience and to humanize the work we do is through success/human stories. Therefore, all partners are requested to submit **at least one success story for each project funded by the oPt HF** before the end of the implementation cycle. It can be either video interviews or written/photos stories showing the impact of the project on people, families or communities.

The goal is to show the human side of oPt HF-funded projects, the impact of oPt HF funds on the lives of vulnerable people in the oPt and the importance of sustaining the current life-saving efforts. The stories must have an emotional side that makes the audience reflect but more importantly to understand the crucial role of humanitarian response in the oPt. The ultimate objective is engaging new donors and maintaining the current ones, assuring early and sustained funding.

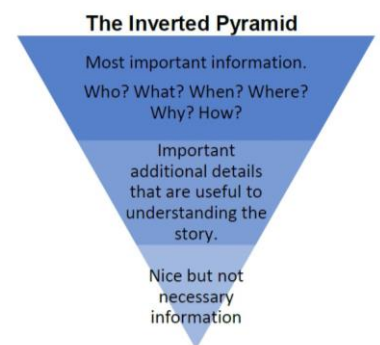
Success stories will be used in official oPt HF public information products.

Main components of the story

- **Human face:** Stories showing the human impact of projects, supporting all the economic/social information collected. Emotions are thus the core of the text/video. Each story will have one or more beneficiaries telling us how the project improved their lives. Questions such as: “What can I do now that I could not do beforehand” or “how did it change my life” or “how has my community benefitted from the project?” should be answered. Written stories can start with someone’s life story in brief – how his/her life was and how it is now, complemented with the general information about the project.
- **Briefly explain the context:** What were the main challenges faced by the community, by the beneficiary, and how did the project addressed them?
- **Explain the oPt HF and implementing organization’s added value:** Why were the funds crucial and how did the oPt HF and the implementing partner work together to implement the project? What did the project achieve? Why is it important to sustain humanitarian response in this region/area?
- **Complement with some key numbers:** highlight the main numbers of the project: funds received, how many people reached, the real necessity and lack of resources etc.
- **Keep it short, simple and emotional:** Long texts are rarely read. Avoid jargon and language that is difficult to understand by people outside of humanitarian organizations. 500 to 600 words is the expected length of the written stories. 30 seconds to 1 min is the expected duration of video stories.

⇒ The **Inverted Pyramid** structure assumes that the reader could stop reading at any time, so information is arranged in descending order of importance. Every new paragraph expands on the previous one. Put the most important content at the top of your story, the least important at the bottom (see image).

- **Photography:** see annex B, below





Visibility Guidelines

For NGOs and the Red Cross/Red Crescent movement implementing partners

Annex B – Photography guidelines

Good pictures are essential to show the impact of the projects, humanitarian needs and enhance accountability. They are key to connect the audience to beneficiaries. Therefore, all partners should submit at least four good pictures for each project funded by oPt HF before the end of the implementation cycle – two for the success stories (annex A) and two others to be used in communication materials.

Basic photography guidelines

- **Choose your main subject:** Rather than having general pictures, with lots of information in one image, it is better to choose one main subject: one person or a small group, a couple, mother and son, one single building or infrastructure. It can be complemented by groups of people or general pictures. It is crucial to have close caption pictures or portraits that can be more impactful and immediately catch someone's attention. Even if the picture is showing aid distributions, it is better to have one single person receiving the goods than a large group. The photos chosen should be those which will best illustrate the results and impact of the action and should match any written information submitted.
- **Dignifying images:** The image is aimed to tell a success story. Thus, all pictures must be dignifying and transmit a message of hope, self-resilience and wellbeing. Try to show people who are fighting for a better life instead of "victims".
- **Out of focus images** will not be used. Please check the quality of the image immediately after taking the picture, and if it is out of focus, take it again.
- **Portrait and landscape options:** Whenever possible, send horizontal and vertical options. It facilitates the designing process.
- **Credits should always accompany a photograph** (photographer name, organization, year taken).
- **Each image should have a brief caption:** location, name of people who appear in the image, etc.
- Always let people know and make sure they fully understand how their pictures may be used. Ask for their informed consent and keep a copy of **signed** Image Use Authorization/ **consent form** from the people photographed. The submission of pictures with children require the guardians' informed consent.
- Photos should ideally be submitted alongside a text document (**with captions**) and as uncompressed, high-quality image files. If the files are too large for an email, use sharing platforms such as www.wetransfer.com or Dropbox.

Thank you