Information and Visibility Requirements for GRSF-Supported Activities Funded through the Multi-Donor Trust Funds and other Programs
The purpose of this guide is to provide guidance on measures to ensure that the contribution of GRSF and its Donors in supporting road safety initiatives/programs is widely recognized.

This guidance note is for task teams in The World Bank Group and external organizations that are recipients of funding from the GRSF. These should explicitly acknowledge GRSF and its Donors support and share any project related activities with the GRSF communications team prior to publication.

Crediting GRSF and its Donors enables the communications team to promote your work through the GRSF and Donor digital platforms. Cross-promotion of your project content through GRSF channels offers greater visibility and helps make the case for the Donors engagement.
Brand Checklists

The task team, external and implementing organizations must:

- Work with the GRSF team to ensure that the visibility and acknowledgment of the Donor(s) is in place, setting out how and where their funding and support needs to be recognized.

- Ensure your program colleagues are aware of the commitment to brand and use the logo(s) wherever appropriate, observing the guidance document(s) on correct usage.

- Provide evidence of effective communication and branding to the GRSF team, e.g. at program review meetings, visits or by supplying photos from the field.
GRSF and Donors Visibility

Bank task teams, external and implementing organizations are asked to help promote the visibility and local awareness of the GRSF and its Donors in recipient countries through the following types of activities:

Publications, training programs, seminars and workshops financed by the grants (and all related publicity materials, official notices, reports and publications) should clearly indicate that the activities in question have received funding from the respective Donor(s) through GRSF.

The logo(s) should be used in publications financed by the GRSF and its Donors, and in banners and any other materials used in project related activities, seminars and training programs funded by facility.

All press releases issued by the Bank, and implementing organizations with respect to the GRSF Multi-Donor Trust Fund (MDTF) should refer to the financial contribution from the Donor.
Acknowledgment Wording

Please use the most appropriate acknowledgement for all publications, press releases and publicity material.

For projects with one Donor, the Bank task team or implementing organization will acknowledge the Donor and note that the funding was made possible through the GRSF as shown in these examples:

- [project or initiative name] is supported by the [Donor], through the Global Road Safety Facility (GRSF) and implemented by [implementing organization].

- OR

- A [Donor] initiative, through the Global Road Safety Facility (GRSF), implemented by [implementing organization] on behalf of [Donor Government].

For projects financed by Bloomberg Philanthropies, please use the following language:

- This project was funded by Bloomberg Philanthropies and was undertaken by the Global Road Safety Facility, with support from [implementing organization].
In situations where the funding originates from multiple Donors, the Bank task team or implementing organization will have to list all the Donors according to funding amount (if indicated), noting that the funding was made possible through the GRSF as shown in the following examples:

**Equal share of funding:**

[project or initiative name] is supported jointly by the [Donor 1], [Donor 2] and [other donor name] through the Global Road Safety Facility (GRSF).

**Unequal share of funding:**

[project or initiative name] is supported by the [Main Donor], in collaboration with [other Donor] and [other Donor], through the Global Road Safety Facility (GRSF).
Logo Arrangement

Links and examples of implementations are given below

Key points:

- The Donor(s) logo should come first followed by the GRSF logo.

- The logos should be placed in a horizontal or vertical arrangement, with no rotation or variation in alignment, in a clear, neat and proportional manner.
GRSF Logo Usage

Official logo: Elements

- Alterations to the GRSF logo is **NOT permitted**: no alteration of element sizes; rearrangement of elements; change of font or colors and stretching the logos out of shape.

- The minimum reproduction size of the GRSF logo is **0.4” (10mm)** in height.

- The GRSF logo should always have a border of clear space to ensure it stands out clearly. Nothing, including the edge of a page, should fall within the GRSF logotype.
Logo versions

Color version

Global Road Safety Facility

White version

Global Road Safety Facility

- You can obtain the logo files by emailing: graffogonzalez@worldbank.org

- The green globe and the yellow road are integral to the logo’s design. The color logo should be used against a white background with white exclusion zone.

- If your communication uses a background color that clashes with the logo, please use the white version of the logo.
GRSF Color Scheme

- If you are using green and yellow elsewhere in your design, try to match them to those of the logo.

- Secondary colors such as blue and gray can be used in various combinations based on complementarity to one another, but they should not dominate the original GRSF colors.

In case any clarifications are needed, Bank task teams or implementing organizations are urged to get in touch with the GRSF team for guidance.

- **Green (PANTONE 7731 C)**
  - Hex: #008752
  - RGB: R:0 G:135 B:82
  - CMYK: C:87 M:31 Y:86 K:1

- **Yellow (PANTONE 1235 C)**
  - Hex: #FDB813
  - RGB: R:253 G:184 B:19
  - CMYK: C:3 M:36 Y:92 K:0

- **Black (PANTONE Black C)**
  - Hex: #000000
  - RGB: R:0 G:0 B:0
  - CMYK: C:84 M:83 Y:73 K:80

- **Blue (COMPLEMENTARY COLOR)**
  - Hex: #154CA2
  - RGB: R:21 G:76 B:162
  - CMYK: C:98 M:80 Y:1 K:0
The Department for International Development (DFID) on behalf of the United Kingdom Government administers UKAid. The goal of DFID is to promote sustainable development and eliminate world poverty. UK Aid is supporting numerous global, regional and local partners in undertaking a broad range of road safety initiatives.

The Comité International de l'Inspection Technique Automobile (CITA) is the international association of governmental bodies and private companies actively involved road vehicle compliance. CITA aims to improve road safety and environmental conditions by ensuring lifetime compliant vehicles.

With 189 member countries, staff from more than 170 countries, and offices in over 130 locations, the World Bank Group is a unique global partnership: five institutions working for sustainable solutions that reduce poverty and build shared prosperity in developing countries. The World Bank works with client countries to provide safe, clean, efficient, and inclusive mobility—everywhere, for everyone.

Total Foundation encompasses the citizenship initiatives conducted every day worldwide by our sites, our affiliates and our corporate foundation. Through this global program, Total aims to contribute to development in our host communities and regions, alongside our partners. With a special focus on young people, our four priority areas of action are road safety, forests and climate, youth inclusion and education, and cultural dialogue and heritage. Our social engagement is integral to our ambition to become the responsible energy major.
Bloomberg Philanthropies invests in more than 570 cities and over 160 countries around the world to ensure better, longer lives for the greatest number of people. The organization focuses on five key areas for creating lasting change: the Arts, Education, Environment, Government Innovation, and Public Health. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg’s giving, including his foundation and personal philanthropy as well as Bloomberg Associates, a pro bono consultancy that works in cities around the world. In 2019, Bloomberg Philanthropies distributed $3.3 billion.

The Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS) works with the world’s leading road safety organizations to implement road safety activities and coordinate with in-country governmental and non-governmental stakeholders.
UK aid

**Logo Usage**

- 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.
- The minimum width of the logo is **17mm**, measured by the width of the flag.
- The full color UK aid logo should only be used against a white background.

**Logo files and more information about UK aid branding guidelines, [here](#).**
CITA Logo Usage

Main version

Corporate Colors

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>CMYK</th>
<th>RGB</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>73/28/67/91</td>
<td>74/133/100</td>
<td>59/18/59/2</td>
<td>119/164/25</td>
<td>62/52/50/47</td>
<td>78/78/78</td>
</tr>
</tbody>
</table>

WEB #49864 PANTONE 138-13C WEB #74A47D PANTONE 147-3C WEB #4E4E4E PANTONE 425

- Position, size, and colors, along with the spatial and proportional relationships of the logo elements, are predetermined and should not be altered.

- The minimum reproduction size of the horizontal logo is 10mm in height and 30mm in width for the vertical logo.

- If you are using green in your design, try to match them to those of the logo.

For more information about CITA's branding guidelines, write here.
World Bank
Logo Usage

Main version

White version

Alternate Version (Vertical Stacked)

Position, size, and colors, along with the spatial and proportional relationships of the logo elements, are predetermined and should not be altered.

The minimum reproduction size of the horizontal logo is 10mm in height and 30mm in width for the vertical logo.

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

Logo files and more information about the World Bank branding guidelines, here.
Bloomberg Philanthropies

Logo Usage

Main version

Bloomberg Philanthropies

White version

Bloomberg Philanthropies

Corporate Colors

#4a008b
PANTONE Medium Purple
C:86 M:100 Y:7 K:5

Name Usage

Always Bloomberg Philanthropies, never just "Bloomberg"

• Position, size, and colors, along with the spatial and proportional relationships of the logo elements, are predetermined and should not be altered.

• The Bloomberg Philanthropies full color logo should be used against a white or clear background. Use white version for designs with patterns or dark color backgrounds.

• If you are using purple in your design, try to match them to the pantone of the logo.
**BIGRS**

**Logo Usage**

Main version

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**Program's Colors**

- **#4a008b**
  - PANTONE Medium Purple C
  - R:75 G:0 B:140
  - C:86 M:100 Y:7 K:5

- **#faa21c**
  - PANTONE 1375 C
  - R:250 G:162 B:28
  - C:0 M:42 Y:98 K:0

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**Name Usage**

- **Full program name should always be used:** Bloomberg Philanthropies Initiative for Global Road Safety (BIGRS)

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- **Position, size, and colors**, along with the spatial and proportional relationships of the logo elements, are predetermined and **should not be altered**.

- The BIGRS' full color logo should be used only against a white or clear background.

- If you are using purple or yellow in your design, try to match them to the pantone of the logo.

For logo files and more information, please email us [here](mailto:).
Total Foundation
Logo Usage

Main version

White version

Corporate Colors

- Position, size, and colors, along with the spatial and proportional relationships of the logo elements, are predetermined and should not be altered.

- The minimum reproduction size of the horizontal logo is 10mm in height and 30mm in width for the vertical logo.

- The Total Foundation full color logo should be used against a white or clear background. Use white version for designs with patterns or dark color backgrounds.

For logo files and more information, please email us [here](#).
Advance-Notice

For any materials that contain the GRSF and Donor(s) logo that will be published externally, especially media materials, the communications team should receive a draft for review at least two business days ahead of release/publication.

Please send any inquiries to: graffogonzalez@worldbank.org.

What happen if the Donor(s) see their branding being misused by implementing partners?

In the case of a donor seeing their branding being misused by an implementing organization, they should contact the GRSF Communications Team (contact point: Giannina Raffo, graffogonzalez@worldbank.org).

The GRSF Communications Team will contact that partner addressing the issue and working closely to correct it and/or ensure it does not happen again – implementing the Advance Policy mentioned above.
Events

For events organized and/or (co)funded by GRSF, such as project launches, conferences, workshops, seminars, study tours, etc., the logo and appropriate funding statement should also be made visible.

In addition, GRSF representatives should be invited to attend (and/or contribute whenever appropriate). Please contact the GRSF communications team with reasonable notice time prior to the event to ensure adequate involvement of GRSF staff members.

For media-related activities

Press releases, press conferences, interviews, blog posts made in the context of a GRSF-funded action, you are kindly requested to liaise with the GRSF communications team in advance. The team will: ensure beforehand that relevant GRSF and/or Donor counterparts are involved and that appropriate clearance is granted; and review your communication to ensure an appropriate degree of visibility is met.
Post-event

Please share the proceedings of the event with the GRSF Communications Team, including media reports, pictures, etc. for promotion through the GRSF website and other channels.

The GRSF Communications Team will also seek contributions for various outreach campaigns. This may include: writing success stories on your projects; participating in BBLs and other events, etc.
Digital & Printed Materials

**Communication type**

**Feature stories and blogs**
- Mention of GRSF and Donors and link to GRSF website.

**Videos**
- GRSF and Donor logo placement at beginning and/or end.
- Mention of GRSF and Donors in video description.

**Reports (including PDNAs) and internal project publications**
- Specific page for partner logos: GRSF and Donors included.
- Funding statement in acknowledgment page or in the core of the text.

**Brochures, information leaflets, fact sheets, newsletters**
- GRSF and Donors logo on the front or back cover (header or footer)

**Printed material for conferences, workshops, seminars (including banners, posters, etc)**
- GRSF and Donors logo on front/back/header/footer (as appropriate)
Digital & Printed Materials

Websites

- GRSF and Donors logo on same location on every page.
- Ideally as part of the frame which appears on all sections of a website.
- Must be cleared by GRSF communications team.

Power Point presentations

- GRSF and Donors logo on first slide of a presentation or in the header/footer of each slide.

Events & Activities

Project launch, conference, workshop, seminar, study tour, etc.

- Invite GRSF staff to attend and/or contribute, as appropriate.
- GRSF and Donors logos to be printed and displayed in the room, when appropriate.
- Display banner/funding acknowledgement on webpage when there is one.

Press conference, press release, interviews, media clips

- Liaise with GRSF communications team to ensure proper clearance/attendance from staff.
- Post-event: Share proceedings with GRSF communications team including press releases, media clips, pictures, success stories etc.
Contact us

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