

March 2024

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# Grantee Communication Guidelines



## Introduction

The purpose of this Grantee Communication Guidelines Document is to provide an overview of how to communicate about GCBC, the entities involved, key messaging and visibility with regards to branding elements such as logos, fonts, and colours to be used. All grantees are required to submit a communications and research dissemination plan within the inception period. Grantees are also required to develop success stories or learning articles throughout the life of the grant. These guidelines will be a useful resource for grantees as they work towards the development of the afore mentioned deliverables.

The Grantee Communication Guidelines include the types of key messages grantees should create/use when developing their own communications and outreach plans. The guidelines are an important resource as they highlight the key areas that GCBC focuses on, key messages around GCBC based on the programme's vision and ambition ([see GCBC Research Strategy, page 3](#)), branding resources such as logos, colours, and fonts, and instructions on how to use them appropriately in line with adherence to UKID regulations.

This document also provides guidance on how to acknowledge the roles of Defra, DAI, and RBG Kew. Other areas include the use of imagery and videos and guidelines to ensure that grantees have permission from the individuals whom they photograph/video. Finally, the guidelines also include information on the process and approvals for press releases, media outreach and events.

### About GCBC

The Global Centre on Biodiversity for Climate (GCBC) is a UK Official Development Assistance (ODA) programme that aims to support developing countries to shape decision-making and develop policies that better value, protect, restore and sustainably manage biodiversity in ways that tackle climate change resilience and poverty alleviation.

By working in partnership with scientists, academics and research institutions in the Global South, the programme seeks to develop scalable approaches to the conservation and sustainable use of biodiversity that delivers climate resilience and improves livelihoods.

The GCBC is funded by the UK's Department for Environment, Food and Rural Affairs (Defra) and managed in partnership with DAI Global (Fund Management Lead) and the Royal Botanic Gardens Kew (Strategic Science Lead).

## Visibility & Branding

### Visibility

GCBC is an ODA investment; therefore, we follow the UKID logo guidelines for use. Grantees should adhere to the following guidelines and include both **UKID and GCBC logos**. Branding should appear on:

#### Programme assets:

- Research equipment
- Capacity building materials and related products (technical notes, resource guides, how to guides, flyers)

#### Communications:

- Publications (e.g. annual reports, research reports, technical notes, papers)
- Banners, posters or backdrops for interviews or media events
- Media relations collateral (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 / sub-grantee

#### Branding should not appear when:

- UK support in country may endanger lives, safety or security of staff or beneficiaries.
- It could undermine the independence or credibility of a programme or organisation.
- It shouldn't appear on merchandise such as mugs, pens, T-shirts, etc.

### Typography

The display font is Moret and the body font is Poppins. Fonts can be installed using the font files provided.

### Display - Moret

**Biodiversity protects our livelihoods and our climate.**  
The decline in biodiversity threatens our planet,  
people and food systems.

### BODY - POPPINS

The Centre exists to **generate robust new evidence and knowledge on the conservation and sustainable use of biodiversity** that demonstrates the interconnectedness of biodiversity, climate, and people, and which enables an understanding of policies, programmes and practices which have positive impacts for climate change and poverty reduction; and to *create and strengthen research partnerships and networks*, enabling interdisciplinary work and knowledge sharing on the conservation and sustainable use of biodiversity for climate resilient development.

## Colours



GCBC  
Nori

#1f4a52



GCBC  
Green

#1ca854



GCBC  
Moss

#5c8c5c



GCBC  
Sand

#f2cc9c



GCBC  
Sky

#b0cfe8



GCBC  
Yam

#ed7357

## GCBC Logo Elements

### GCBC Logo

The GCBC full colour logo should be used on white or neutral backgrounds. Black or white logos can be used on colour backgrounds. Ensure the size of the logo does not make the font illegible.



## UK International Development Logo

The new UKID brand will be used on ODA (Official Development Assistance) funded programmes. The UK aid logo will be retained for use in certain circumstances, for example on humanitarian work as well as on UK Aid Match. You can read more about the new UKID brand [here](#).

The logo artwork cannot be altered or changed – it must be used as provided.

The colour version of the logo must always be used on a white background.

The minimum width of the logo is 60mm, measured by the width of the flag and the text “UK International” added together.

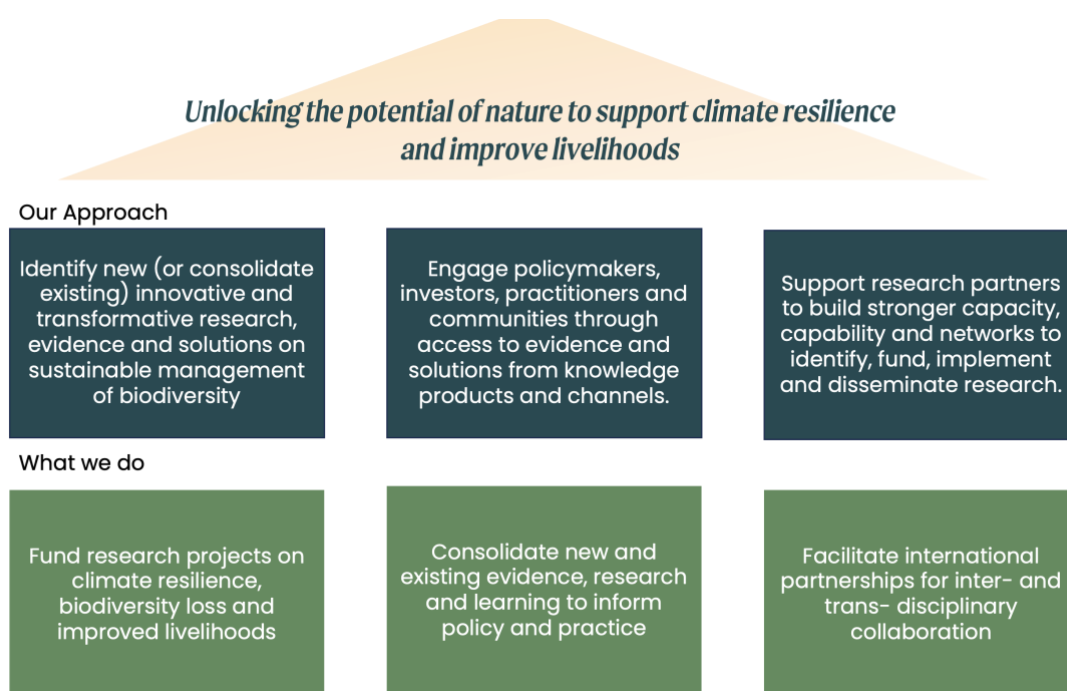


## Co-Branding

When logos appear alongside other donors, partners or sub-grantees, the UK logo should not be superseded by other logos.

# Messaging

## Messaging House



## Top-line messaging

By working in partnership with scientists, research institutions and practitioners around the world, the GCBC seeks to develop innovative and scalable approaches to the conservation and sustainable use of biodiversity that deliver climate resilience and improve livelihoods through practice and governance. The GCBC will support delivery of the UN Sustainable Development Goals, the Convention on Biological Diversity (CBD)'s Kuming-Montreal Global Biodiversity Framework (KMGBF) and Paris Agreement, and help countries achieve a nature-positive future.

GCBC's Messaging House which is illustrated above was developed based on the programme's Theory of Change which describes how the programme intends to bring about the changes required to deliver informed, effective

and inclusive climate resilient interventions and investments to improve livelihoods and reduce poverty through the conservation and sustainable use of biodiversity. This will have an impact on ecosystem resilience to climate change, halting and reversing biodiversity loss and contributing to poverty alleviation.

The ToC is designed to address the GCBC problem statement: there is a lack of: a) evidence on how the conservation and sustainable use of biodiversity contributes to inclusive climate resilient development and poverty reduction; and b) processes, resource and coordination mechanisms to use this evidence to bring about the transformational change needed.

## Grantee Communication

All grantees are required to submit a communications and research dissemination plan within the first quarter of their grant award. Grantees are also required to develop success stories or learning articles throughout the life of the grant, along with a final case study or published peer-reviewed article in an open access journal.

NB: Open access materials are a key feature of the programme approach. Please ensure there is no paywall to access published material.

These guidelines apply for any material published on a grantee's own communication channels.

### Written Materials

In reports, brochures, leaflets, articles, newsletters, etc. the role of GCBC and UKID should be acknowledged. Where possible and relevant in written communication, grantees should acknowledge the roles of Defra, DAI and RBG Kew (see the ABOUT GCBC section of this document for more detailed acknowledgement text).

Standard boilerplate text about GCBC:



The Global Centre on Biodiversity for Climate (GCBC) is a UK Official Development Assistance (ODA) programme that aims to support developing countries to shape decision-making and develop policies that better value, protect, restore and sustainably manage biodiversity in ways that tackle climate change resilience and poverty alleviation.

In online articles or websites, the GCBC and UKID should be included (e.g. on a page describing donors or the project itself). In articles, please include the following text:

The GCBC is funded by the UK's Department for Environment, Food and Rural Affairs working in partnership with DAI Global as the Fund Manager Lead and the Royal Botanic Gardens, Kew as the Strategic Science Lead.

For larger publications, the UK government 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 Funds; however, the views expressed do not necessarily reflect the UK government's official policies.'

Publications should include the disclaimer, boilerplate text above and display GCBC and UKID logos.

## Digital Communication & Social Media

Defra encourages grantees to post on social media about the work of the GCBC and contributions UKID is making to global biodiversity preservation. Where possible the following campaign hashtags should be used:

#GCBC #biodiversity #nature #climatechange #sustainablelivelihoods #climateresilience

In addition, please follow and link to the GCBC accounts:

*X / Twitter: [@gcbc\\_org](https://twitter.com/gcbc_org)*

*LinkedIn: [The Global Centre on Biodiversity for Climate](https://www.linkedin.com/company/global-centre-on-biodiversity-for-climate)*

*Website: <https://www.gcbc.org.uk/>*

## Imagery



Grantees and project partners are encouraged to take project photos and share imagery on social media. Grantees should also share photos and stories to post on the GCBC website and social media account with the GCBC Grantees Focal Point by email to: [GrantsGCBC@gcbc.org.uk](mailto:GrantsGCBC@gcbc.org.uk)

Please include the photo copyright and a brief caption including date, city, country, project, name of person in the photo and a description of activity. Ensure that you get written consent for any people identifiable in the images used, when using images from the field. Please see Annex for template.

Do not use generic photographs found through a google search. In general, please only use images for which you have the rights to use (e.g., creative commons license), and that allow reuse for non-commercial use, with attribution to the original photographer/owner of the image. For example, photographs on Flickr with a CC by 4.0 license can be used if there is attribution to the original photographer.

Images should be positive and relate to the biodiversity – climate – livelihoods nexus. They should portray women and men in an equal setting. Images should reflect vulnerable populations and communities in a more positive manner, through the lens of empowerment, rather than, as victims. Avoid imagery of children, except where the photograph is taken by a respected organization or photographic agency where parents' or guardians' permission is granted; no images of children should be used that could in any way be deemed illicit or exploitative.

Use imagery to slightly push “traditional gender roles” by depicting women and men in equally confident and powerful roles and positions. This includes indigenous peoples, people living with disabilities, the LGBTQIA+ community, etc.

## Data Protection

Grantees and project partners must ensure that any personal data of stakeholders/ guests/ attendees at events should be stored securely (in a

password protected document) and consent given if being stored or used for any other purpose. This is especially pertinent if you hold personal contact details/ emails for individuals that are not a business or work contact e.g. Addresses, emails or phone numbers.

Data lists should not be shared without consent and/or compliance with data protection legislation in that local context. This also applies to email addresses collected/used for newsletter distribution. Consent must be obtained from individuals whose contact details/emails are used for e-newsletter distribution as well.

## Audio Visual

Please include reference to the GCBC and UKID aid in all audio-visual content.

## Press & Media

All press releases should be sent to DAI for approval and for an opportunity to include a quote or comment on the release. Please email [infogcbc@gcbc.org.uk](mailto:infogcbc@gcbc.org.uk) with your request for approval at least 3-4 weeks in advance. The approval process can take up to 10-14 business days based on the submission.

Press statements should acknowledge UKID in the funding and include the boilerplate text described under the "Written Publications" section.

Implementing partners must, as a minimum, include the following statement in communications activities such as those listed above: 'This project was funded by the UK government' or some appropriate variation.

Where possible mention of our core project messages is appreciated.

When speaking to the press, do not:

- make negative comments about our partners, host governments, competitors, other disciplines/professions.
- say anything that could be construed as a comment on politics, race, gender, religion or anything that could be taken as offensive to anyone.

If you have any press queries and require guidance on how to respond regarding GCBC, its funders and implementing organizations, please contact [infogcbc@gcbc.org.uk](mailto:infogcbc@gcbc.org.uk) with your specific request at your earliest convenience.

## Public events

Please include a reference to the GCBC and UKID in any public events. Materials made for events should follow the guidelines stated previously.

To hold a grant launch event, please inform DAI in advance via email to [infogcbc@gcbc.org.uk](mailto:infogcbc@gcbc.org.uk). Occasionally, the UK government may want to highlight the event for another key audience or provide a delegate to attend the launch event who may wish to have a speaking role. Therefore, implementing partners should invite GCBC representatives or relevant UK embassy staff to the launch and give them fair warning to ensure that appropriate links are made to broader UKID programming for example.

### Key Channels for Country Launch

**Local Media:** UK government may provide some local media contacts who may want to support the launch. Where media do attend, please forward along any relevant coverage via email to [GrantsGCBC@gcbc.org.uk](mailto:GrantsGCBC@gcbc.org.uk)

**Social Media:** The @gcbc\_org X or LinkedIn account may post on the day of the specific event/resource highlight/campaign and tag the lead grantee, please provide content for social media posts so that we may help amplify your reach. Also please re-share any relevant GCBC content shared through social media channels via your institutional and partner accounts.

**Websites:** Stories and photos of the country launch may be posted on the GCBC website. The grantee should send material in advance and is also encouraged to post it on their website, where possible.

## Media Assets

In the assets folder provided, please find:

- Templates for the communication plan and for story writing

- Logo Files, font files and colour files

- Brand guidelines

- Document and PowerPoint templates

## Annex A: Standard release/Consent form

Standard release/consent form to be attached. [Click here to view.](#)