

On behalf of:



of the Federal Republic of Germany



# IKI Small Grants International Calls

## Guidelines for Corporate Design

Uniform publicity for the projects of IKI Small Grants is vital. The following rules must be followed for public relations work on its projects:

### 1. Mentioning of IKI Small Grants

- In the public relations work (e.g. publications, reports, website, events, cooperation with the media), the financing of the project by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) and IKI Small Grants must be clearly referred to:
  - *“This project is part of the IKI Small Grants programme. It is part of the International Climate Initiative (IKI) and is carried out by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. The German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) supports this initiative based on a decision adopted by the German Bundestag.”*
- Publications must also contain a remark on the ownership of its content, for example:
  - *‘The opinions put forward in this [paper, study, article, publication...] are the sole responsibility of the author(s) and do not necessarily reflect the views of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).’*

### 2. Logo

- In print and online publications and in other public relations media (banners, signs, etc.), the BMU funding **logo** must always be used with the **additional words** 'Supported by' (for grant recipients).

Supported by:



based on a decision of the German Bundestag



- The logo for **grant recipients** is available in Arabic, Brazilian Portuguese, Chinese, English, German, French, Portuguese, Russian and Spanish.
- The placement of the BMU funding logo in publications or other PR materials can be chosen freely by the grant recipient.
- If the language you require is not available, please use the English logo.
- The BMU funding logo does not have to be printed on the **business cards** of the grant recipient.
- The decision as to whether the BMU funding logo should appear on other objects, such as project vehicles, bags or office windows, is taken by the project itself and not by the IKI Small Grants public relations team.
  
- Please note that
  - the logo may not be changed or used for other purposes,
  - the logo proportions must be correct (normal print and online media 100%, smaller version 75%, larger formats such as banners 125%) and
  - the logo must appear on a white background.
  - all logo files are provided with a white, opaque background. This background determines the protection zone around the logo, in which no other graphic elements may stand.
  
- In **film productions** about individual IKI Small Grants projects, the correct BMU funding logo must be used on the CD/DVD, the cover and in the closing credits with the words 'This project is part of IKI Small Grants.'

### 3. Link to the IKI Small Grants website

- If the project is presented on the website of an implementing partner or if it has its own website, a link to the **IKI Small Grants website** should be included at an appropriate place. This will promote networking among the IKI Small Grants stakeholders while also increasing the visibility of the programme and individual projects.
  
- Please inform the GIZ's IKI Small Grants public relations team if you present the project online so that they can also include a link to your website on the IKI Small Grants website.
  
- It is also desirable to include the IKI Small Grants website address in any publications on the project.



#### 4. Information about communication measures

- Please inform the IKI Small Grants public relations team about any high-profile project news. In some cases, these news items may be used for the website or on Twitter.
  - **Events** of interest to the public (conferences, technical seminars, exhibitions etc.)
  - **Studies, press releases** and **film** or **radio** items about IKI Small Grants projects
  - Relevant **newsletters** and other publications that you produce.

#### 5. Quality of publications

- All the studies prepared as part of IKI Small Grants should be drawn up on the basis of current scientific findings. Dialogue formats should be implemented in accordance with usual practice in respectful discourse. For more extensive publications, peer review should be taken into account.

If you have any questions about the IKI Small Grants public relations work, please contact:

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