The Regional Humanitarian Fund for West and Central Africa (RHFWCA) encourages all partners to promote their work and assistance funded by the RHFWCA. 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 RHFWCA, partners are requested to be in touch with OCHA ROWCA’s Regional Humanitarian Financing Unit (RHFU). Approval from RHFU is also necessary when producing external material.

❖ Social Media

When promoting their work on social media and referring to the RHFWCA, partners should tag the accounts in the box. If possible, partners can also link to the RHFWCA website. Partners are also welcomed to promote the RHFWCA allocation when it is being launched.

❖ Visibility material

During project implementation, partners are encouraged to continuously collect audio-visual materials such as photos, videos and personal stories from beneficiaries. Make sure that the focus of the collected material should be on the affected population assisted and on the specific project funded by the RHFWCA (See Annex A). Attached is the template for Success stories that should be filled in by Implementing Partners. RHFWCA uses this as public information material and for resource mobilisation.

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

❖ Physical visibility

On the project implementation site, indicate that the project is supported by the RHFWCA, by using the correct visual branding (see Annex B). Make sure to specify project title and duration as per the signed Grant Agreement.

❖ Other reports

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

❖ How to refer to the RHFWCA

RHFWCA is not a donor and should not be referred to as one. Instead, use the following phrases:

✓ “Funded by the Regional Humanitarian Fund for West and Central Africa (RHFWCA)” or “Funded by the RHFWCA”.
✓ “Supported by the Regional Humanitarian Fund for West and Central Africa (RHFWCA)” or “Supported by the RHFWCA”.

❖ RHFWCA Visual branding

The RHFWCA wordmark (logo) is blue (HEX #418FDE) but the white version could also be used against a dark background (they can be downloaded here in French and English). It contains the acronym, and
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the full title, and is either blue or white. **The wordmark may not be altered, changed, modified, or added to in any way.** Make sure to place it over a solid background. Refer to the below examples that show the correct and incorrect use.

- The wordmark may appear in **blue** only over light, neutral colours (light grey, light brown, etc.).
- If the wordmark is dark, use the white wordmark.
- As a general rule, never place the wordmark directly over a photograph.
- Always press the “swift” ↑ key when altering the size of the logo.

✓ Some general guidelines

- RHFWCA allocations should never be referred to as “funding from OCHA”, and the **OCHA logo should not be used** for visibility for projects having received financing from the RHFWCA. While OCHA manages the RHFWCA, the allocation decisions are approved by the Humanitarian Coordinator based on jointly identified priorities by humanitarian partners in various country envelopes through the Fund’s governance mechanism established for each concerned country envelope.

- Make sure to always use the latest, **current version of the logo**. Do not use old versions. The RHFWCA wordmark should not be modified.

- Partners should not refer to or use branding materials from individual donors to the RHFWCA.

For more information and for more detailed, context-specific guidelines on RHFWCA messaging, all stakeholders are strongly encouraged to get in touch with OCHA ROWCA:

- Olivier Nkidiaka - Head, Regional Humanitarian Financing Unit and Fund Manager of the Regional Humanitarian Fund for West and Central Africa: +221 77 395 82 97, nkidiaka@un.org or ocha-rhfwca@un.org
Annex A

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 had a positive impact on their lives and on the community. Questions such as: “What I am able to do now that I wasn’t before?” 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 was his/her life before and how is it 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 contribute to address the situation?

**Explain the RHFWCA and implementing organization’s added value:** Why the funds received were crucial for the community and how did the RHFWCA 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 and simple:** Long texts are rarely read by their audience. The secret is to keep it simple and direct, as well as emotional. Avoid jargon and/or difficult language that is difficult to understand understood by people outside of humanitarian organizations. 500 to 600 words is the expected length.

Annex B – Photography guidelines

Good pictures are essential to show the impact of the projects, humanitarian needs and enhance accountability. Furthermore, good images are key to create a connection between the audience and the beneficiaries.

**Basic photography**

- Dignifying images: The image is aimed to tell a success story. Thus, all pictures must be dignifying and transmit a message of hope, resilience and wellbeing. **Avoid portraying people as 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).
- Each image should have a brief caption: location, name of people who appears in the image, etc.
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Examples of photos for Success stories showing resilience/hope
Examples of RHFWCA Visibility (borrowed from the CAR HF)