

Key points

- These guidelines have been designed to ensure that humanitarian actions funded by the Yemen Humanitarian Fund (YHF) incorporate information and communication activities aimed at raising awareness of donor, the international community and general audience about the humanitarian situation in Yemen, as well as the results and the impact of their support.
- This document contains requirements for all implementing partners under contracts with the YHF.
- The YHF encourages all partners to promote their work and assistance, including the use of social and traditional media, contributing to the transparency and accountability of the Fund.
- Partners are encouraged to be in touch with OCHA Yemen (Humanitarian Financing Unit – HFU) to maximize the impact of their communication efforts around the YHF.

1. Minimum visibility requirements: Partners

Before implementation

- At the time of allocation announcement, implementing partners are encouraged to (highly recommended):
 - Tweet and tag @YHF_Yemen, @OCHAYemen, use the hashtag @CBPFs and possibly link to YHF website - <https://www.unocha.org/yemen/about-yhf>
 - Post on Facebook, and/or link to the YHF website
 - Refer to the YHF support in external materials at the country, regional and HQ levels (if issued).
 - Refer to YHF support in your press releases country, regional and HQ levels (if issued).

During implementation

- During the project implementation or immediately after, partners are asked to (mandatory):
 - Collect **audio-visual material** throughout the project cycle for agency internal usage or to be shared with YHF/HFU. The audiovisual materials should focus on:
 - specific assistance and relief aid funded by YHF,
 - the affected population assisted through YHF-funded activities,
 - YHF visual branding (if used).
 - Mention YHF as the source of funding in public external materials (i.e. monthly and weekly reports, press releases, annual reports) that refer to the funded projects, as well as in the interviews, events etc. by:
 - Ensuring that the YHF is mentioned in the text;
 - Using, where applicable, YHF visual branding (see point 2, below).
 - Indicate at the implementation site that the project is supported by the YHF, by using the appropriate tags and visuals (see below).

Photos and success stories

Each partner should submit at least one human story and 4 pictures for each project funded by YHF. Please refer to Annex 1 and 2 to more information and guidelines.

- Standard text / lines to be used by partners when promoting the YHF:
 - “Funded by the Yemen Humanitarian Fund (YHF)”
 - “Supported by the Yemen Humanitarian Fund (YHF)”
 - “Funded by the YHF”
 - “Supported by the YHF”
 - If viable, refer to the project number.
- During the project implementation, partners are encouraged to (highly recommended)
 - Use social media (mainly Twitter and Facebook) to communicate the results of the projects and enhance transparency and accountability
 - Tag / link YHF @YHF_Yemen, @OCHAYemen on twitter and OCHA Yemen on Facebook;
 - Post stories, pictures and collaborate on coordinated activities on social media promoted by YHF, OCHA Yemen or any other humanitarian actor working on Yemen response.
 - Organize press conferences or press visits- if the context/security of the region allows so – to inform about the project (its start or results by the end). Alternatively, press releases can be very useful.
 - Issue newsletter periodically to communicate results of specific actions. It can be via email, with brief information and achievements.
 - Publish stories on the organization website (if available) mentioning YHF contribution.

After implementation / reporting stage

- At the reporting stage, the implementing partners are encouraged to collect and submit the audio- visual material with the final report on the use of YHF grants.

2. YHF “branding” and visuals

- YHF branding introduces a consistent and recognizable YHF colour-scheme, which builds on OCHA-blue (CMYK: C=90, M=57, Y=0, K=0; RGB / hex: #1a6eff ; Pantone 660 C); and the YHF wordmark, which is used in combination with the UN emblem.
- The wordmark spells out the acronym (“YHF”) and the Fund’s full name (“Yemen Humanitarian Fund”).
- The wordmark should not be scaled to less than 5cm (width). Negative wordmark (white) should be used on materials with dark colour background (i.e blue, black, red, etc). Positive wordmark (blue) should be use on materials with light colour background (i.e white, beige, light grey or any light colour) **IT SHOULD NEVER BE MODIFIED.**
- It can be downloaded in different formats [click the link to download]: [YHF LOGO](#)



3. Some practices and messages that need to be avoided

- YHF allocations should **never be referred to as “funding from OCHA”**. While OCHA manages YHF, the decision allocations are approved by the Humanitarian Coordinator based on jointly identified priorities by humanitarian partners in Yemen.
- Do **not reproduce the OCHA logo** at the project implementation sites or on printed materials; and **do not modify YHF wordmark**.

- While ensuring YHF visibility, partners should not refer to or use branding materials from individual donors to YHF. If you wish to further highlight YHF donors, please be in touch with OCHA Yemen – Humanitarian Financing Unit.
- YHF is not a donor and should not be referred to as one.
- YHF does not implement projects.

For more information & context-specific guidelines, please contact YHF Humanitarian Financing Unit at: yemenhpf@un.org

Annex 1: Success stories

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

The goal is to show the human side of YHF-funded projects, the impact of YHF funds on the life of Yemeni people and the importance of sustain the current life-saving efforts. The stories must have an emotional side, that makes the audience reflect but mainly understand the added value and crucial role of humanitarian response in Yemen. The ultimate objective is engaging new donors and maintaining the current ones, assuring early and sustained funding.

Success stories will be used in official YHF public information products.

Main components of the story:

- **Human face:** Stories aimed to show 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 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 benefited from the project?” should be answered. Written stories can start with the life story of people – 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 YHF and implementing organization’s added value:** Why the funds received were crucial for the community and how did the YHF 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 audience. The secret is to keep it simple and direct, as well as emotional. Avoid jargons and or difficult language that is difficult to understand understood 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.
- **Photography:** see annex 2, below

Annex 2: Photographs

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 Yemeni people. Therefore, all partners should submit at least four good pictures for each project funded by YHF before the end of the implementation cycle – two for the success stories (annex 1) and two others to be use in communication materials.

Basic photography guidelines:

- **Choose your main subject:** Rather than having general pictures, with several information in one image, is better to choose one main subject: one person or small group, couple, mother and son, one single building or infrastructure. It can complement it with groups of people or general pictures. But is crucial to have close caption pictures, portraits, that can be more impactful and catch the attention instantaneously. Even if the picture is showing aid distributions, 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 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.** So please, check the quality of the image immediately after taking the picture, and if it is out of focus, repeat it.
- **Portrait and landscape options:** Whenever possible, send horizontal and vertical options. It facilitates the designing process.
- **Credit** should **always** accompany a photograph (photographer name, organization).
- **Each image should have a brief caption:** location, name of people who appears on the image, etc.
- Ask and keep a copy of image use authorization from people photographed.
- Photos should ideally be submitted in a document (with captions) and as **high-quality image files** via sharing platforms such as www.wetransfer.com, Dropbox or similar.