

Key points

- These guidelines have been updated in line with the new Grant Agreement requirement indicating that implementing partners are no longer allowed to use the UN emblem in their project facilities, publications and other products used to provide visibility to the YHF as the funding source.
- This document contains requirements for all YHF implementing partners 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.
- 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,

Photos and success stories: Each partner should submit at least one human story and four good quality pictures for each project funded by YHF. Please refer to: Photo collection guidelines and Success Story guidelines for more information and guidelines.

- 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).
- 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

- The wordmark is to be used as humanitarian fund visibility for YHF for both printed and digital collateral including all publications, campaigns, posters, flyers, website and social media.
- The wordmark should always appear clearly defined. A minimum amount of clear space should

be designated around it, with no other visual element or type infringing upon it. Since the wordmark will appear in different sizes, this amount of space must be defined relative to the logo itself.

- Please follow the wordmark grid guide to define the clear space around the wordmark.
- The primary colour of CBPF wordmark is inspired by UN blue and also used by OCHA branding.
- Make every effort to place the wordmark over a solid background. The wordmark may appear in blue (positive) only over light, neutral colours (light grey, light brown, etc.).
- If the wordmark is dark, whether it's a solid colour or a simple image, use the negative (white) wordmark.
- As a general rule never place the wordmark directly over a photograph.
- The humanitarian fund wordmarks may not be altered, changed, modified, or added to in any way. You should pay especial attention when resizing the wordmark to not distort it and always keep the same proportions.
- The wordmark spells out the acronym ("YHF") and the Fund's full name ("Yemen Humanitarian Fund").



- 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**.

Yemen Humanitarian Fund (YHF)

Visibility Guidelines

(September 2020)



- 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