



# GEF Visibility and Branding

Introduction Seminar, Thursday, January 30, 2020



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# GEF Family - Partnerships

- 2. In order to promote the GEF as a leading financial mechanism assisting in the protection of the global environmental and promoting environmental sustainable development, there is a strong need to improve how GEF Agencies and others in the network communicate and present GEF-funded activities to donors and other stakeholders.
- *Approved Council Document GEF/C.40/08, April 26, 2011*



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# Crediting the GEF – use of Logo

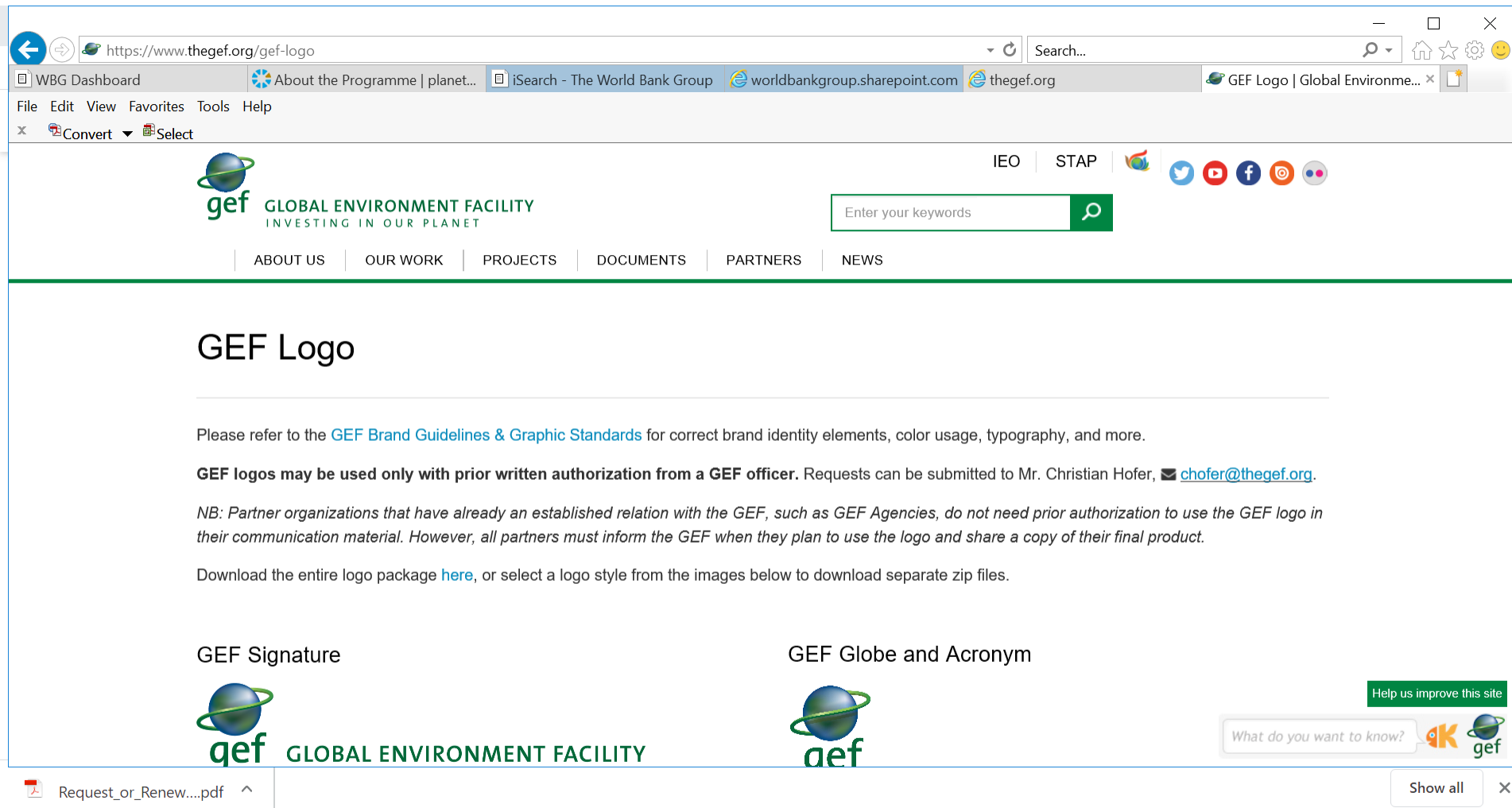
- 21. External activities such as full-size projects (FSPs), medium-size projects (MSPs), Enabling Activities, but also **any kind of GEF-funded activities undertaken by GEF Agencies** should be credited to the GEF in an appropriate manner.
- 22. At a minimum, and wherever possible, the GEF logo should be applied to **all outreach materials**. It can be downloaded from the GEF website in the following languages English, French, Spanish, French, Russian, Chinese, and Arabic in various resolutions and shapes ([http://www.thegef.org/gef/GEF\\_logo](http://www.thegef.org/gef/GEF_logo)). Where space allows, the full version with the tagline should be used (horizontal version, with “Investing in our Planet”).



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# Where is the logo?



The screenshot shows a web browser window with the URL <https://www.thegef.org/gef-logo>. The browser's address bar and tabs are visible. The website's header features the GEF logo (a globe with a green ring) and the text "GLOBAL ENVIRONMENT FACILITY INVESTING IN OUR PLANET". To the right of the logo is a search bar with the placeholder text "Enter your keywords" and a magnifying glass icon. Below the header is a navigation menu with links: ABOUT US, OUR WORK, PROJECTS, DOCUMENTS, PARTNERS, and NEWS. The main content area is titled "GEF Logo" and contains the following text:

Please refer to the [GEF Brand Guidelines & Graphic Standards](#) for correct brand identity elements, color usage, typography, and more.

**GEF logos may be used only with prior written authorization from a GEF officer.** Requests can be submitted to Mr. Christian Hofer, ✉ [chofer@thegef.org](mailto:chofer@thegef.org).

*NB: Partner organizations that have already an established relation with the GEF, such as GEF Agencies, do not need prior authorization to use the GEF logo in their communication material. However, all partners must inform the GEF when they plan to use the logo and share a copy of their final product.*

Download the entire logo package [here](#), or select a logo style from the images below to download separate zip files.

Below this text are two sections: "GEF Signature" and "GEF Globe and Acronym". Each section displays a logo variant. The "GEF Signature" section shows the full GEF logo with the text "GLOBAL ENVIRONMENT FACILITY". The "GEF Globe and Acronym" section shows a smaller version of the logo with the acronym "gef".

In the bottom right corner of the website, there is a green button that says "Help us improve this site" and a search bar with the placeholder text "What do you want to know?".



The screenshot shows the Windows taskbar at the bottom of the screen. The taskbar includes the Start button, a search bar with the text "Type here to search", and several application icons: File Explorer, Google Chrome, Microsoft Edge, Microsoft Word, Microsoft PowerPoint, Adobe Photoshop, and Microsoft Excel. The desktop background features the GEF logo and the text "GLOBAL ENVIRONMENT FACILITY INVESTING IN OUR PLANET". In the bottom right corner of the desktop, the website address [www.theGEF.org](http://www.theGEF.org) is displayed.



# How to use the GEF logo in GEF programs together with other partner logos

Supported by:



Led by:



In partnership with:



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# Example of versions



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# How not to use the GEF logo



January 27, 2020 – World Bank Group HQ; 1818 H St. NW, Washington, DC 20433; Room # MC 13-121		
0830 - 0900	Registration	
0900 – 0930	<b>Welcome</b> <i>Opening remarks from WBG, CITES, and GEF</i>	<b>Opening and Welcome</b> <ul style="list-style-type: none"><li>• Karin Kemper, Global Director, Environment, Natural Resources, and Blue Economy Global Practice, WBG</li><li>• Ben Janse van Rensburg, Chief, Enforcement Support, CITES</li><li>• Jaime Caveller, Senior Biodiversity Specialist, GEFSEC</li></ul>
0930 - 1030	<b>WBG's efforts to combat illegal wildlife trade (IWT)</b>	<b>Moderator:</b> Garo Batmanian, Global Lead for Forests, Landscapes and Biodiversity, WBG <b>Presenters:</b> <ul style="list-style-type: none"><li>• Richard Damania, Chief Economist, Sustainable Development Practice Group, WBG</li><li>• Elisson Wright, Senior Natural Resources Management Specialist, WBG</li><li>• Marilyne Goncalves, Senior Financial Sector Specialist, WBG</li><li>• William Gain, Senior Private Sector Specialist, WBG</li></ul>



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**#globalcommons**

## The Opportunity of the Commons



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Global Commons



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Empowered lives.  
Resilient nations.

# SEA, MY LIFE

Protecting Oceans,  
Sustaining our Future



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## **Vehicles, Supplies and Equipment**

36. Any vehicles used in a GEF-funded activity should be clearly identified, and visibly carry the GEF logo and the phrase “*Provided with the support of the GEF*” in the operational language of the GEF program and in the local language.

**Project Acknowledgements:** In order to accord proper acknowledgement to GEF for providing funding, a GEF logo would appear on all relevant GEF project publications, including among others, project hardware and vehicles purchased with GEF funds. Any citation on publications regarding projects funded by GEF would also accord proper acknowledgment to GEF.



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33. GEF partners should also produce a display panel with which to promote their GEF-funded activities at an exhibition or event, or at the entrance of a training center or office reception when specified in the communication strategy.



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34. Permanent commemorative plaques are an effective way of acknowledging the involvement of the GEF in the construction or planning of permanent structures, such as houses, factories, institutions, training centers, etc.



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# What we expect from our partners

## Follow



the communications and visibility policy:

<http://www.thegef.org/documents/communication-and-visibility>



the brand guidelines and graphic standards:

[https://www.thegef.org/sites/default/files/documents/GEFBrand\\_Guidelines\\_EXT~0.pdf](https://www.thegef.org/sites/default/files/documents/GEFBrand_Guidelines_EXT~0.pdf)



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# For GEF programs

- Consult content of products with GEF technical counterparts
- Decide on joint introduction / foreword with GEF CEO contribution or signature
- Present a draft to GEFCOMM
- Agree on launch and promotion



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# Social media credits



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