

AKCF Brand and Visibility Guideline

1. ASEAN - Korea Cooperation Fund (AKCF) Brand and Visibility Guideline

This Brand and Visibility Guideline is compiled and developed in order to provide a clear guidance on how to use the AKCF brand elements in a coherent and unified way in all of AKCF works. The Brand and Visibility Guidelines is to ensure that all AKCF brand elements are used correctly and consistently across the AKCF-financed projects and communications by all proponents and implementing agencies.

Please note that partners should consult with ASEAN - Korea Programme Management Team (AKPMT) on the matter of communication and visibility requirements before proponent proceed with preparation and dissemination of all project-related activities and materials. **Partners are recommended to develop all key materials and documentation produced by the activities (photos, videos and printed and/or online technical outputs such as training materials, publications, and website etc.) available to the AKPMT.**

This document defines the mandatory elements of the communication and visibility measures that apply to all AKCF-financed projects, activities, materials, outputs, services, and supplies.

Please download the AKCF logos at <https://www.aseanrofund.com/resources/akcflogo>

2. AKCF Communication and Visibility Requirements

The following section describes instructions on how to apply the communication and visibility requirements to activities, materials, channels, outputs, tools and supplies. Requirements should be regarded as a general rule. The options for enhancing AKCF visibility are required to be coordinated with the AKPMT on a case-by-case basis.

The AKCF logo and information pertaining to the AKCF's financial contribution to the projects should be clearly indicated in all-project related activities and materials, both online and printed. These include, but are not limited to the following:

a. Project-related Activities

e.g. launching ceremonies, events, exhibitions, conferences, workshops, seminars, training, PSC meetings, and etc.

The AKCF logo must be prominently displayed on materials, online, and at venues to ensure that people attending such activities are aware of the AKCF's financial contribution.

In case of planning high-profile visits by senior officials and other public figures to the sites of AKCF-financed activities, partners should work with the AKPMT to organise appropriate coverage through media publicity, press releases, online coverage and photo opportunities.

As stipulated in the AKCF Manual, partners should submit a brief activity report with any type of visual documentation (photos, movie clips) within 14 calendar days after the completion of every activity mentioned in project proposal.

2. AKCF Communication and Visibility Requirements

b. Publications

e.g. guideline, manual, programme book, training material, project document, project reports and etc.

Partners should indicate acknowledgement and disclaimer for any publications, which are financed by AKCF.

[project name] is supported by the ASEAN-Korea Cooperation Fund and implemented by [implementing agencies].

c. Visibility in Print

e.g. stage backdrops, display panels, banners, brochures, booklets, leaflets, official letters, invitation letters and etc.

Printed communication and visibility materials and electronic and/or paper copied of publications produced in the context of AKCF-financed activities must display the AKCF logo and are required to be reviewed by the AKPMT before publication.

Plastic or textile banners produced as a backdrop for project-related activities, including launching ceremonies, workshops, conferences, training and etc., the AKCF logo must appear on the banner.

Where brochures, invitation letters and other printed materials produced by partners, the AKCF logo must be displayed on the cover, front or back page to ensure the publication as part of an AKCF-financed activity.

2. AKCF Communication and Visibility Requirements

d. Press and Media

e.g. press releases, statements, speeches, press interviews, press conferences, notes to editors, newspaper articles, journals, op-eds, media visits and etc.

Partners planning to issue press releases or make public statements pertaining to the AKCF-financed activities must include and mention the AKCF's financial contribution to the projects. **Press releases and public statements are required to be reviewed by the AKPMT before they are distributed.** Press conference, press interview and media visits to the sites of AKCF-financed activities should be organised with in close consultation with the AKPMT. At the press-related activities, the AKCF logo must be displayed if other logos are being displayed.

e. Online Communication

e.g. websites, social media, E-newsletter, online articles, blogs and etc.

Partners should clearly present the AKCF logo with the text which acknowledges the AKCF's financial contribution and the link to the AKCF website (www.aseanrofund.com) and social media account (twitter.com/akcf_pmt). Partners should indicate up-to-date information and status of the AKCF-financed project activities.

A disclaimer must clearly indicate that the newsletter, online article or blog post concerned does not necessarily reflect the view of the AKCF.

2. AKCF Communication and Visibility Requirements

f. Audio-Visual Materials

e.g. video, audio, photo, other types of production and etc.

Videos and audios produced by partners must include the AKCF logo and/or information on AKCF's financial contribution.

Videos and audios produced by partners are required to be reviewed by the AKPMT before they are screened, broadcast or distributed in order to ensure the visibility requirements.

The progress, results and impacts of AKCF-funded activities and related events should be documented by photographs and/or videos for the subsequent use in communication and promotion.

All audio-visual and photographic materials produced under AKCF funding will be utilised for the AKCF promotional and visibility purposes.

2. AKCF Communication and Visibility Requirements

g. Verbal and/or Written Acknowledgement of AKCF

Partners should acknowledge funding from the ASEAN-Korea Cooperation Fund (AKCF) in any interviews, press releases, public statements, on social media and in all other public communication.

AKCF-funded partners are recommended to include the following statement in communications activities such as those listed above:

‘This project is funded with ASEAN-Korea Cooperation Fund from the Government of the Republic of Korea’ or some appropriate variation agreed with the AKPMT.

The following disclaimer can be used: ‘This publication is supported by ASEAN-Korea Cooperation Fund from the Government of the Republic of Korea; however, the views expressed do not necessarily reflect the Government of the Republic of Korea.’

h. Souvenir and Gift

Please note that proponent should consult with AKPMT on the matter of communication and visibility requirements before proponent proceeds with preparation of the souvenir or gift for the project.

3. Disclaimers for reports and publications, funded by AKCF but not authored by AKCF.

The AKCF is not responsible for the contents of communication materials prepared by implementing agencies, all of which are recommended to include a standard disclaimer.

For publications in print or electronic format:

This publication was produced with the financial support of the ASEAN-Korea Cooperation Fund. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the ASEAN-Korea Cooperation Fund.

For websites and social media accounts:

This <website/account> was created and maintained with the financial support of the ASEAN-Korea Cooperation Fund. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the ASEAN-Korea Cooperation Fund.

For videos and other audio-visual material:

This <video/film/programme/recording> was produced with the financial support of the ASEAN-Korea Cooperation Fund. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the ASEAN-Korea Cooperation Fund.

4. AKCF Brand Guideline : Graphic Visual Guide

a. AKCF Logo



The AKCF logo follows the three colors of ASEAN emblem, which are blue, red and yellow. The colors of ASEAN emblem represent the main colors of the crests of all ASEAN Member States. The blue represents peace and stability. Red depicts courage and dynamism. Yellow shows prosperity.

In order to raise AKCF visibility, the AKCF logo must be applied consistently to all projects funded under the AKCF.

Information about the AKCF's financial contribution must be communicated on all project-related activities and materials, both online and printed.

The appropriate orientation/format of the AKCF logo is based on its visual relationship with other partners' logo. If the other logos are more horizontal or rectangular in appearance, the horizontal AKCF logo should be used. Likewise, if the other logos are more vertical or square in appearance, the vertical AKCF logo should be used. **Prior consultation with the AKPMT is required.**

4. AKCF Brand Guideline : Graphic Visual Guide

a. Logo Placement with ASEAN Emblem



The logo placement is applied to all AKCF-financed projects, activities, materials, outputs, services, and supplies.

The AKCF logo should be placed next to ASEAN's emblem. If there are only two (2) logos, ASEAN and AKCF, the AKCF logo should be placed before the ASEAN emblem.



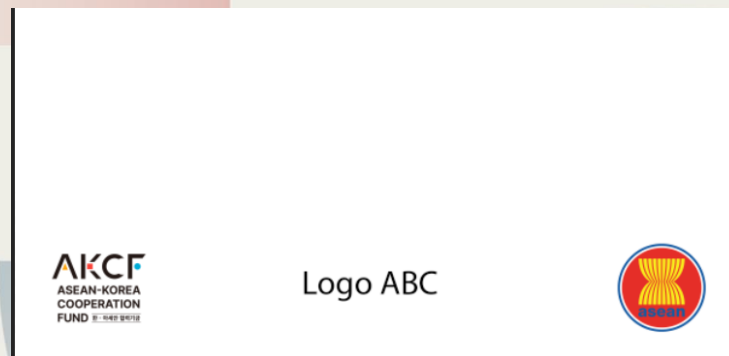
4. AKCF Brand Guideline : Graphic Visual Guide

b. Logo Placement with Partners



The AKCF always respects the rules and regulations on the use of logos among the different organisations. Additional logos should be evenly distributed and should not exceed the optical size of the AKCF logo.

If there are more logos in banners, publications or any materials, the AKCF should be placed on the very left and the ASEAN emblem should be placed on the right side of the page.



4. AKCF Brand Guideline : Graphic Visual Guide

c. Procurement and In-Kind Contribution Supplies

Where any supplies, equipment or in-kind contribution are delivered under the AKCF-financed activities, partners must clearly feature the AKCF logo accompanied by the phrases below.

- 1) Provided with financial contribution of the ASEAN-Korea Cooperation Fund.
- 2) With the support of the ASEAN-Korea Cooperation Fund.
- 3) This project/programme/supplies/equipment is/are funded by the ASEAN-Korea Cooperation Fund.

e.g.



4. AKCF Brand Guideline : Graphic Visual Guide

d. Press Release and News Template

AKCF Press Release and News

A Simple and Clear Headline

CITY, date month year – The first paragraph should introduce the essence of the story with an acknowledgement of AKCF's contribution to the project.

The second paragraph expands on information in the first paragraph. The next paragraph should state **WHO and/or HOW MANY** the key stakeholders involved, **WHAT** is new, **WHERE** it took place, **WHEN** it happened, and **WHY** it is important for ASEAN and Korea.

The third paragraph can be a quote from ASEAN, Korea and stakeholders, highlighting the expected impacts and benefits of story. Then connect the quotes to the context of the main story.

The concluding paragraph outlines forward-looking story. Moreover, the last paragraph provides supplemental information such as website and context/background to the main story.

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For media inquiries and more information, please contact:
Name (Email), Implementing Agency

Advice and Contact

If you have any questions about this brand and visibility guideline and the use of logo, please contact the ASEAN - Korea Programme Management Team (AKPMT) at akpmt@akpmt.org or akpmt@asean.org

AKCF Website

www.aseanrokfund.com

AKCF Social Media

www.twitter.com/akcf_pmt