

France 



Visibility and communication guide

FOR PROJECTS SUPPORTED
BY FRANCE AND AFD



LEVELS  & 

#WorldInCommon

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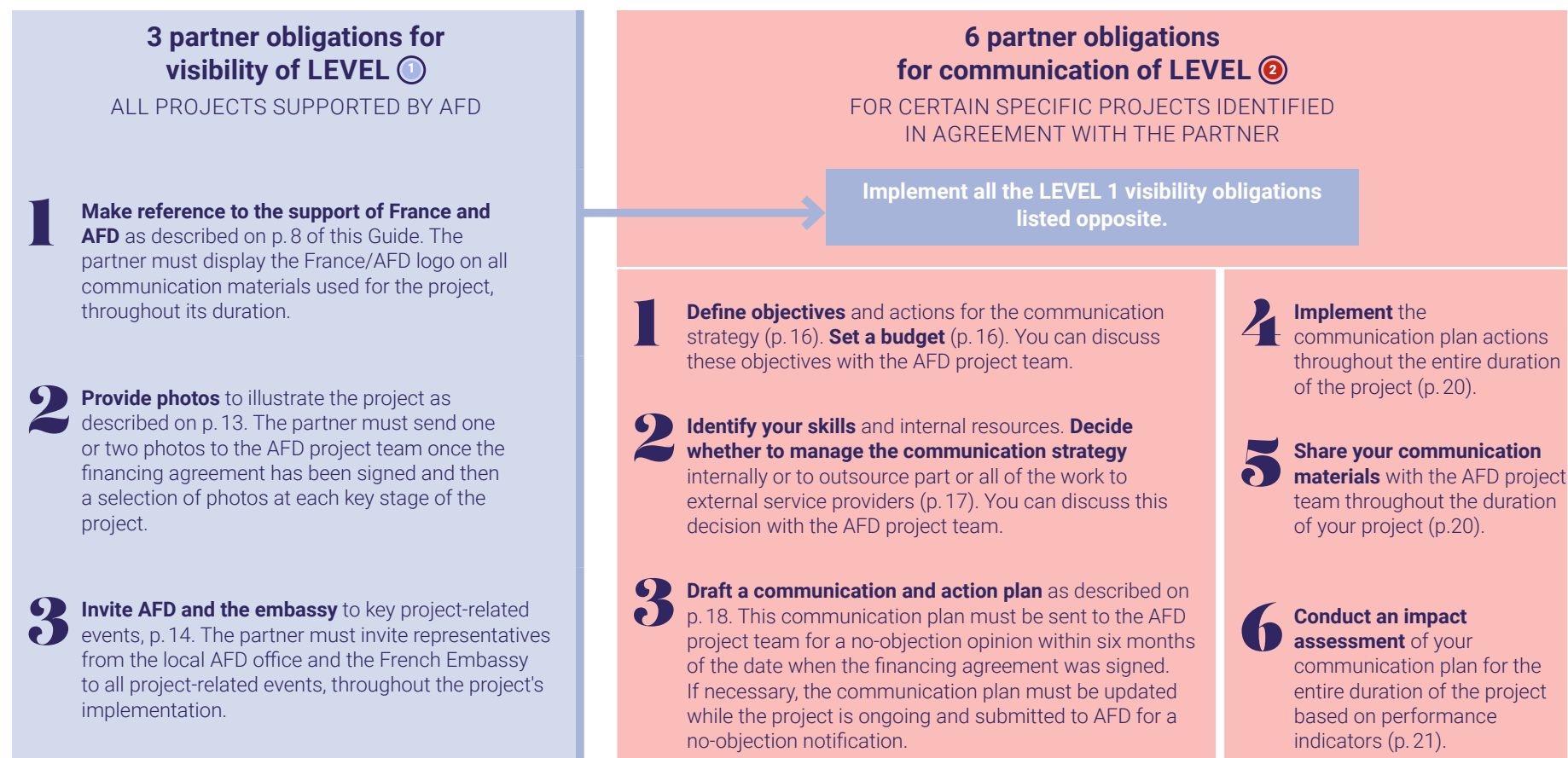
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OVERVIEW OF *communication* OBLIGATIONS

EVERY BENEFICIARY OF AFD FINANCING MUST UNDERTAKE TO COMPLY WITH THE **LEVEL 1** OR **LEVEL 2** GUIDELINES SET OUT IN THE TABLE BELOW. THE FINANCING AGREEMENT SPECIFIES LEVEL 1 VISIBILITY OR LEVEL 2 COMMUNICATION FOR A PROJECT



WHY IS *communication important?*

PROJECT VISIBILITY, AN OPPORTUNITY FOR YOU AND FOR AFD

As a financial institution and operator of the French government's development and international solidarity policy, Agence française de développement is bound by an **obligation of transparency and accountability** to French citizens, as well as to beneficiaries of its financing. As such, AFD must ensure the visibility of its support and the support of France for the projects and programs it finances.

An effective communication plan will help to **raise your profile and promote your activities and your project's positive impact on its**

beneficiaries. It is your responsibility, as the person at grassroots level, to ensure the visibility of these projects.

IN THE EVENT OF PROJECT TRANSFER

Have you just signed a financing agreement with AFD but have decided to outsource the project's implementation to a third party? **Our visibility and communication guidelines are also designed for your partners, who must apply them by following the advice and adhering to the obligations in this guide.**

A CONTRACTUAL OBLIGATION

The application of these visibility and communication guidelines constitutes a **contractual obligation** as specified in the financing agreements entered into with AFD.

In addition to the visibility of France and AFD, the communication guidelines herein also provide a framework for using our image and promoting our activities, while upholding our values.

DEVELOP THE REFLEX FOR VISIBILITY AND EFFECTIVE COMMUNICATION

Effectively communicating on and ensuring the visibility of a project helps to:



Keep people informed: promote and raise the profile of projects that you implement and we support.



Build your reputation amongst certain target audiences and enlist their support (decision-makers, partners, donors, media, the general public, etc.).



Ensure you become established as a major player in your field.

ENSURING *the visibility of your projects*

HAVE YOU RECEIVED FINANCIAL
SUPPORT FROM FRANCE VIA
AGENCE FRANÇAISE DE DÉVELOPPEMENT ?
THIS GUIDE EXPLAINS HOW TO ENSURE THE
VISIBILITY OF YOUR PROJECT AND REFERENCE
OUR SUPPORT

THIS GUIDE OFFERS STRAIGHTFORWARD ADVICE ON:



Using the France/
AFD logo.



Producing
communication
materials and how to
distribute them.



Various possible
communication
actions.

SECURITY, CREDIBILITY... PROJECTS EXCLUDED FROM COMMUNICATION

The communication guidelines apply to all
projects financed by AFD except for:

- Projects involving sensitive security issues
that could pose a risk to partners and
beneficiaries;
- Cases where communication may adversely
affect or hinder the smooth running of the
project.

AFD will grant such exceptions on a case-by-
case basis, after discussion with you.

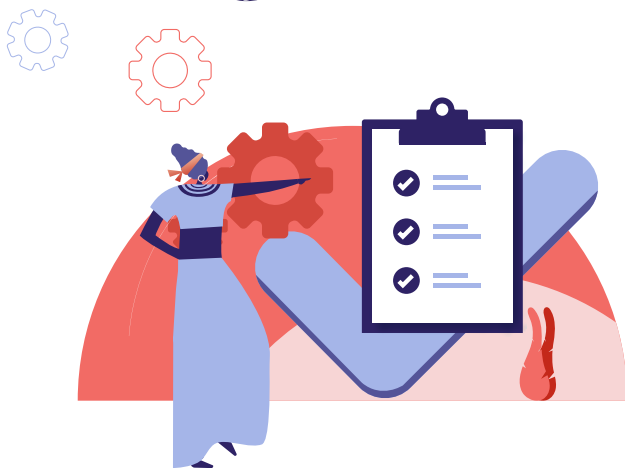
QUESTIONS ABOUT THE VISIBILITY OF YOUR PROJECT

If you have any further questions about project
communication or using the France/AFD logo,
please contact the project manager of your local
AFD agency or your project coordinator.



All the relevant documents
for ensuring the visibility of
your project are provided in
the **Comm. Kit**.

key tools



→ THE COMM. KIT

THE AFD PROJECT TEAM WILL SEND YOU THE KIT, AT THE LATEST, UPON SIGNING THE PROJECT AGREEMENT, OR YOU CAN DOWNLOAD IT FROM WWW.AFD.FR/EN. THIS KIT CONTAINS THE KEY TOOLS REQUIRED TO ENSURE THE VISIBILITY OF YOUR PROJECTS:

- ✓ This guide with tips and guidelines to ensure the visibility of your project.
- ✓ Different versions of the France/AFD logo.
- ✓ AFD Group presentation summaries translated into several languages.

→ PRACTICAL INFORMATION SHEETS

YOU CAN DOWNLOAD THE PRACTICAL INFORMATION SHEETS LISTED BELOW, WHICH WILL HELP YOU CREATE YOUR MATERIALS AND IMPLEMENT COMMUNICATION ACTIONS:

- ✓ Defining communication tools and actions.
- ✓ Drafting a communication plan and taking inspiration from good examples.
- ✓ Setting a communication budget.
- ✓ Using existing communication tools.
- ✓ Producing printed materials: brochures, leaflets, kakemonos, plaques, etc.
- ✓ Taking photos for your project and obtaining image rights and copyright.
- ✓ Developing media relations, writing a press release and press invitation.
- ✓ Posting on social media.
- ✓ Organizing an event.
- ✓ Ensuring the visibility of your project in the field.
- ✓ Producing promotional items.
- ✓ Writing a newsletter.
- ✓ Producing a video.



Examples of projects with **inspiring communication materials**.

LEVEL ①

ENSURING OUR MUTUAL VISIBILITY

3 OBLIGATIONS TO ENSURE THE VISIBILITY OF YOUR PROJECT AND OUR SUPPORT:

1



Make reference to the support of France and AFD
p. 8

2



Provide photos to illustrate the project
p. 13

3



Invite AFD and the embassy to key project-related events
p. 14

BE VISIBLE FROM THE START OF THE PROJECT

A project visibility campaign must be launched **from the start of the project**, as soon as the financing agreement has been signed. This visibility can be easy to implement and **does not require a specific budget or skills**. It constitutes a win-win situation, a project with high visibility will help build your reputation and your image, while promoting your work to other project stakeholders and the general public.



1 MAKE REFERENCE TO THE SUPPORT OF FRANCE AND AFD ON ALL THE COMMUNICATION MATERIALS ASSOCIATED WITH YOUR PROJECT

AFD'S EXPECTATION: WIDESPREAD AND EFFECTIVE VISIBILITY

Ensuring that the France/AFD logo is present on **all communication materials and during any promotional activities** makes the support of France and AFD visible to all those who stand to benefit from the projects financed.



→ THE SUPPORT OF FRANCE AND AFD

Must be referenced on all project-related communications tools by using our France/AFD logo:



See our guidelines for the correct use of the France/AFD logo on pages 22 and 23. Various examples of **the France/AFD logo** are provided in the **Comm. Kit**.

PRESENTING AGENCE FRANÇAISE DE DÉVELOPPEMENT

The AFD Group presentation summary can be used, as well as the logo, on press releases, reports and studies.



The AFD Group presentation **summary** is provided in several languages in the **Comm. Kit**.

→ WHERE, WHEN AND HOW SHOULD AFD AND FRANCE BE REFERENCED?

THE SUPPORT OF FRANCE AND AFD SHOULD BE REFERENCED BY USING OUR COMMON LOGO ON ALL COMMUNICATION MATERIALS AND DURING ALL ACTIVITIES ASSOCIATED WITH THE PROJECT



✓ AT THE LOCATION WHERE THE PROJECT IS BEING IMPLEMENTED

On-site, whether on private or public land, you are required to:

- Put up signs referencing the support of France and AFD (at the sites during the construction work, on structures with commemorative plaques or monuments at the end of the project), on equipment (on materials specific to the project, for example) and at other potential locations on site. See sheet "**Ensuring the visibility of your project in the field**".
- Ensure that equipment or buildings bearing the France/AFD logo are properly maintained. Keep plaques and logos up to date and in good condition. You must take all necessary measures to replace damaged items until completion of the project.

✓ IF YOUR PROJECT HAS ITS OWN BRAND

Some projects that receive support from France and AFD have their own brand and a specific logo. In this case, the logo and support of France and AFD are referenced in the same way and afforded an equal level of visibility as those of the project.

Resolution, size, location, etc.

Tips on the correct use of the France/AFD logo can be found on pages 22 and 23.





✓ AT EVENTS

The support of France and AFD must be referenced on all printed materials for an event (see p. 8), including signage (banners, posters, stands, kakemonos, billboards, etc.). The support of France and AFD must also be referenced during oral presentations, in the form of quotes, for example. See sheet **"Tips on organizing an event"**. The local AFD offices and the embassy must be informed of, invited to, and quoted at any event organized as part of a project supported by AFD.



The **France/AFD logo** and the summary presentation of AFD's activities can be found in the **Comm. Kit**.

✓ ON PRINTED PUBLICATIONS

Printed publications may include brochures, presentation booklets, fliers, studies, reports, research papers, posters, public awareness materials, etc. See sheet **"Tips on producing printed communication materials"**.

✓ ON PRESENTATIONS

On presentations related to the project, at webinars, training programs, conferences, MOOCs, etc.

✓ IN AUDIOVISUAL WORKS

In **videos**, with a reference on the screen either at the beginning or end. See sheet **"Tips on producing a video"**.
In **podcasts**, with an audio or visual reference.
With **photos**, in the caption accompanying the image.

✓ DURING AWARENESS-RAISING ACTIVITIES INVOLVING THE PROJECT'S FINAL BENEFICIARIES.

On fliers, awareness-raising tools, training kits, promotional stands, etc.



→ ENSURED VISIBILITY ON YOUR DIGITAL MEDIA

BY DISPLAYING THE FRANCE/AFD AND A LINK TO www.afd.fr/en

- on **Websites or Internet pages** which mention the project;
- On **newsletters and email campaigns** which mention the project, located near to the content about the project.



→ ENSURED VISIBILITY ON YOUR SOCIAL MEDIA PAGES

Publish posts illustrated with a photo at key stages of the project.

Always refer to AFD when mentioning the project, by tagging the target links:

- Twitter: [@AFD_France](https://twitter.com/AFD_France).
- LinkedIn: [Agence Française de Développement](https://www.linkedin.com/company/Agence-Francaise-de-Dveloppement)
- Facebook: [@AFDOfficiel](https://www.facebook.com/AFDOfficiel)
- Instagram: [afd_france](https://www.instagram.com/afd_france)
- YouTube: [AFD – Agence Française de Développement](https://www.youtube.com/AgenceFrancaiseDeDeveloppement)

These posts can be shared via AFD's social media accounts. Our regional divisions also have specific social media accounts. These accounts can also be useful platforms for communicating about your projects. Please contact the project team for more information.

→ ENSURING THE VISIBILITY OF AFD GROUP

Is your project also being supported by Expertise France or Proparco? It is important to ensure the visibility of these AFD Group subsidiaries.



→ CO-FINANCING WITH OTHER DONORS

In the case of co-financing with other donors, it is important to effectively coordinate the objectives and communication actions with the co-financier. This is particularly true if the co-financier has its own communication and visibility rules, such as the European Union for example. It is important to us that France and AFD are provided with the same level of visibility as other donors. This issue should be discussed with the project team.

Tips on writing a post and **links to our regional social media accounts.**



→ SPECIFIC CASE OF MEDIA RELATIONS

ON PRESS RELEASES AND MEDIA INVITATIONS

You can produce a press release at the start of the project and possibly at other key stages (laying of the first stone, evaluation, etc.).

This press release should reference the support of France and AFD by:

- Displaying our common logo with the reference to our support;
- Including the AFD group presentation summary;
- Including a quote from one of the AFD project managers.

It is essential that the content of this press release is approved by your AFD contact.

Reference to the support of France and AFD can also be made through comments at press conferences and meetings with the media.



The AFD Group presentation.

You can find an example of a **press release** and **media invitation** here.



→ AFD, A REGISTERED BRAND

You are authorized to use the France/AFD logo without having to consult us. However, such use must be in accordance with the guidelines herein and with the specific instructions for certain forms of media, press releases (see opposite), studies and reports produced on your own initiative and must include the disclaimer (see below).

The context in which AFD's image and actions are used must also be in keeping with our values and strategy and must not cause harm to our reputation.

DISCLAIMER

On all content and communication materials produced, the France/AFD logo must be displayed along with a disclaimer:
"This film/video/radio production/brochure... is supported by Agence Française de Développement. The ideas and opinions expressed herein are those of the authors alone and do not necessarily reflect the views of Agence Française de Développement."
AFD shall not be held liable for the content of communication materials produced by its partners under any circumstances.

2 USE PHOTOS TO ILLUSTRATE YOUR PROJECT



AFD'S EXPECTATION: A PHOTO KIT TO ILLUSTRATE YOUR PROJECT

YOU ARE REQUIRED TO PROVIDE THE FOLLOWING:

- One or two photos **upon signing the project agreement**;
- A selection of photos **at key stages throughout the project**.

Photos are an essential part of communication: they attract attention, illustrate your point with images and help put the project in visual perspective. A smartphone or personal camera will usually suffice for taking good photos.

→ HOW SHOULD YOU ILLUSTRATE YOUR PROJECT?

At the very start of the project, when there is nothing physical to see (an infrastructure project, for example) or when your theme is difficult to illustrate (e.g. governance, support for a public policy), you should provide one or two contextual photos. For example: photos of a nature reserve for a biodiversity project, of inner city districts to illustrate an urban development project, of solar panels or a wind turbine for a sustainable energy project, etc.



To illustrate a non-visual project, ensure that you frame your photos properly and select the right image resolution, etc. **Tips are provided on how to photograph your project and add captions to your photos.**

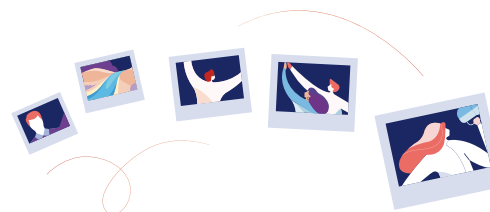
SEND YOUR PHOTOS TO AFD

Your photos are ready and you would like to share them with AFD? You can simply:

- Send them in high definition by email to your AFD contact;
- Attach the consent form, **the transfer of rights form, the captions and copyright to your file.**



For the second stage, we require that you take photographs at key stages of a project and of its results and impact throughout the implementation phase. For example: for a dam project, take shots of key milestones during work on the construction site, building a wall, impounding the water, etc. For projects where a village is being connected with running water, take photos of the beneficiaries using a tap. Remember that official ceremonial photos can be useful but they do not tell the story of the project or convey its positive impact on beneficiaries. If the project offers a lot of visual opportunities, feel free to hire a professional photographer.



→ OBTAIN IMAGE RIGHTS

You must **obtain a declaration of consent** from the individuals appearing in a video or photo before using their image. This obligation is particularly strict for image rights relating to children. In this case, it is essential that you obtain permission from a parent or guardian to use and share these photos.

To ensure that AFD is also able to freely use and disseminate these photos, you must return the transfer deed of image rights for the person(s) photographed to AFD, signed by the person(s) in the photo (or by their representative(s) if they are minors), as well as the transfer deed of copyright for use by AFD, signed by the authorized representative of the financial beneficiary. In order to legally transfer your copyright to AFD, **you must have previously obtained the transfer of all intellectual property rights and all authorizations necessary for their use by AFD from the photograph copyright holder.**

These photos will be stored in our photo library and used on our own communication materials.



An example of a transfer deed of image rights is available here.

An example of a transfer deed of copyright is available here.

3 INVITE AFD AND THE EMBASSY TO ALL PROJECT-RELATED EVENTS

AFD'S EXPECTATION: TO BE INVITED TO YOUR KEY EVENTS AND TO PROVIDE SUPPORT

We require that you invite local AFD and embassy representatives when you organize an event related to AFD-financed projects, and throughout the project implementation phase.

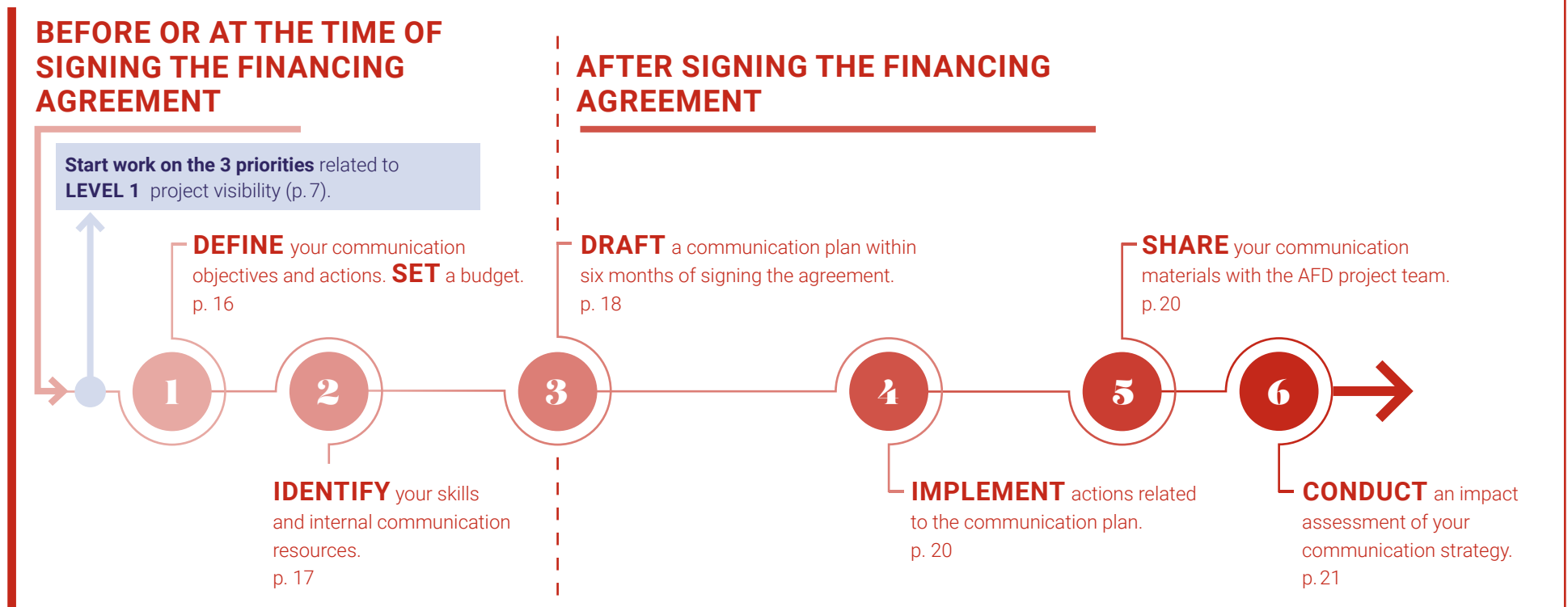


LEVEL **2**

IMPLEMENTING AN ENHANCED PROJECT COMMUNICATION STRATEGY



6 OBLIGATIONS FOR DEVELOPING AN ENHANCED PROJECT COMMUNICATION STRATEGY:



1 DEFINING YOUR COMMUNICATION OBJECTIVES AND ACTIONS

To move beyond the **LEVEL 1** visibility obligations (p. 7) towards **enhanced LEVEL 2 COMMUNICATION, you must draft, manage and implement a communication plan.** You can decide whether to take this option in collaboration with the AFD project team. It requires certain skills, as well as financial and human resources. Your project communication objectives can vary widely and it is your responsibility to define them. These objectives must be associated with actions and communication materials that will allow you to reach your target groups.



Do you know how much communication services cost in your country? We recommend that you ask for several different quotes and compare them during the investigative phase of the project. The AFD project team can also provide help with this.

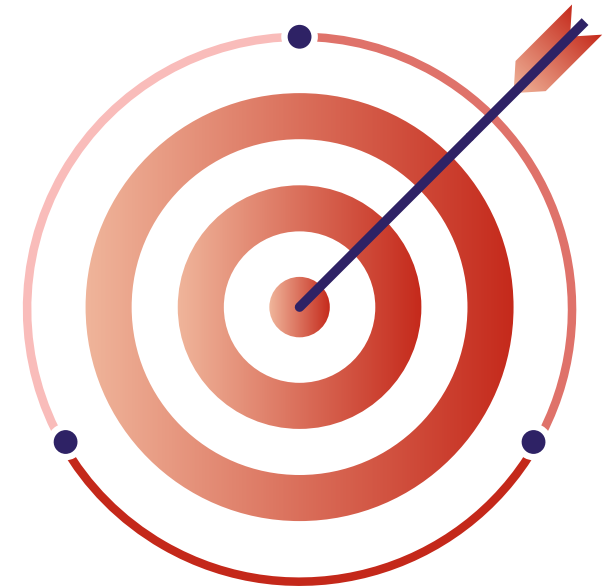
Are you short of ideas for defining communication actions? Read the practical information sheet on the communication actions and tools that can be used for a project.

You can also look at examples of projects with high-quality communication materials.



Identify your communication objectives

Your communication objectives may be varied: increase the visibility of your project and of the support of France and AFD, report on the project's results, raise your profile or establish your reputation. Precisely defining your objectives will guide you towards taking the appropriate communication actions to achieve them, by targeting the right audience.



What budget should be allocated and for which actions?

The budget for a communication plan can vary from a few thousand to several tens of thousands of euros, depending on the scale of the project, its overall finance budget, its length and its originality.

The amount and source of financing for the communication budget is decided after consulting with and obtaining approval from the AFD project team. The budget set must be commensurate with the planned communication activities and in line with service costs in your country. It is included in the project financing plan in the agreement that you have signed with AFD. See sheet "**Tips on setting a communication budget**".

2 IDENTIFYING YOUR SKILLS AND RESOURCES

Manage internally or outsource communication to external service providers?

Conduct a quick review of your skills and internal human resources in terms of communication. Writing this list will help you to more accurately define the actions that can be managed in-house and those that should be outsourced.

You may also decide to outsource part or all of the project communication plan to one or several service providers. Under your management, they will be responsible for implementing the project communication strategy according to your needs and objectives while keeping to a predefined budget.



Tip: to simplify your procedures and reduce the workload involved with follow-up, set up a contract with a communications agency or an expert consultant in communication.

The contractor will serve as the link between the different tradespeople (photographer, writer, graphic designer, videographer, etc.), required for your communication activities.

Recruit skilled local personnel:

- you can identify local service providers skilled in the different communication activities potentially selected;
- if you are unable to identify a communications service provider in the geographic area where your project is being implemented, the AFD project team may be able to help, by providing you with a list of pre-identified local contacts (agencies or expert consultants in communication, photographers, videographers, writers, etc.);

- all of these tasks must be carried out in accordance with the procurement framework set out in the financing agreement.

Which contract should be taken out with external service providers?

The communication budget, in accordance with the project financing plan, will allow you to pay the selected service providers according to the terms of the procurement contract set out in the financing agreements.

WHY OPT FOR AN ENHANCED COMMUNICATION STRATEGY?

- Making this choice will help to increase the popularity of your project.
- Choosing this option means that you can report on the work you are doing, the project's impacts, and results.
- Implementing an enhanced communication strategy will demonstrate your expertise in a given area and your ability to manage change while gaining support from the beneficiaries of your work.
- It is an effective way of building your reputation and image, while helping you to develop communication skills or use your existing skills to support your project.

3 DRAFTING A COMMUNICATION AND VISIBILITY PLAN

WHY IS A COMMUNICATION PLAN IMPORTANT?

A communication plan encompasses all the operations and actions implemented over a defined period of time. It serves as the guiding principle for project communication, thus helping you to define what you want to say, to whom, when, which objectives you plan to achieve and your performance indicators, from the start of the project. Another benefit of a communication plan is that it helps you to plan actions in advance and anticipate costs in order to establish a suitable budget.

SIX MONTHS TO FINALIZE YOUR COMMUNICATION PLAN

The communication plan must be drafted and approved by the AFD project team **within six months of signing the project agreement**. This communication plan **must cover the entire duration of the project** and must **include a schedule** that lists all planned actions and deliverables. It must also include a **budget**. You can choose to write it yourself or to outsource this

task to a service provider who will be responsible for implementing the communication actions.

The communication plan is non-exhaustive, it must allow for flexibility and may change over time. The plan must be flexible, it can be adapted, added to or modified, in order to take advantage of potential communication opportunities that could not be anticipated (e.g. visit from a government official, local event, etc.). These changes to the communication plan do not impact the budget. However, the budget allocated for communication may change depending on problems or opportunities that arise. To manage this flexibility effectively and achieve the project's communication objectives, it is essential to share information and consult with the AFD project team.



You can consult with the AFD project team when preparing your communication plan. **You can find tips on producing your communication plan, and a communication plan template here.**





COMMUNICATION PLAN CONTENT

| At a minimum, the communication plan must... | The question to ask | Tips to help you |
|---|--|--|
| ... define the communication objectives by determining the aims of the communication strategy and the expected returns. | Why are you communicating? | Some examples of objectives: report on the progress of a project, promote its impact, raise awareness among your target audience, encourage and obtain buy-in, become a recognized player in a particular field, etc. |
| ... identify the target audiences in line with the chosen communication objectives. Define the key and priority messages for each target group. | Who is the communication for? | Some examples of target groups: direct and indirect beneficiaries, executives and opinion leaders, institutions, local authorities and organizations (ministries, public agencies, administrations), donors and other AFD partners, etc. |
| ... stipulate the communication activities, tools and actions that will be used to achieve the set communication objectives. | What are you using to communicate? | Some examples of tools and actions: printed materials, videos, photos, newsletters, social media, poster campaigns, etc. See the practical information sheet on Communication actions and tools . |
| ... list the communication channels that will be used to achieve your objectives. | How are you communicating? | Online (internet, social networks, newsletter, mailing campaigns), in print (brochures, fliers, infographics), in the media (print, radio, TV), through events, etc. |
| ... specify the budget . | With how many people are you communicating? | Allocate a budget that is in line with the objectives and deliverables of the communication plan. See the practical information sheet on setting a budget. |
| ... identify the human resources needed to implement the communication plan. | Who can help you with your communications? | The partner must rely on their own resources but can also enlist the help of external service providers or a specialist communication consultant. |
| ... establish a communication schedule . | When are you communicating? | The communication plan must cover the entire duration of the project by prioritizing communication activities. It must specify the dates when deliverables will be realized and event dates. |
| ... stipulate indicators which can be used to conduct an impact assessment for your project communication plan. | Assess the impact of your communication plan. | See information on indicators on p. 21. |

4 IMPLEMENTING THE COMMUNICATION PLAN

Once the communication plan has been finalized and approved, actions are implemented and tools are produced according to the predefined schedule. In cases where communication has been outsourced to an external service provider, it is important that you monitor progress, the quality of the communications materials and their impact. If certain actions do not help you to achieve your defined communication objectives or do not have the expected impact, it is recommended to discuss whether they are worthwhile. If necessary, the communication plan can be modified (p.18).

RIGHT TO SCRUTINY

Once the communication plan has been approved, its implementation is your responsibility. Only the AFD project team has a right to scrutiny of the tools produced and the communication actions implemented. AFD is the only organization that has a right to oppose communication actions that may run counter to the Group's values or tarnish its image.

5 SHARING YOUR COMMUNICATION MATERIALS

Your first impulse should be to disseminate your communication materials and tools via your own channels (website, internal magazine, newsletter, social media, media relations, etc.).

The materials you produce must also be shared with the AFD project team so that we can publicize them locally on our networks.

For even more visibility, you can also share all your communication tools with all the stakeholders involved in the project to encourage them to communicate.

SEND YOUR COMMUNICATION MATERIALS TO AFD

You can send your communication materials to the AFD project team:

- By email;
- By wetransfer.com, grosfichiers.com and transfERNOW.net for large files;
- By providing us with access to your servers.



6 EVALUATING YOUR COMMUNICATION ACTIONS

A final assessment to evaluate the impact of the project communication actions is conducted. The impact is assessed based on precise indicators which are defined when developing the communication plan. They must be illustrated using concrete examples (press clippings, videos, links to online tools, etc.). As a guide, the following indicators can be used to evaluate the impact of communication actions.

Quantitative indicators

- Number of articles, web content or posts published. And, most importantly, the number of people who have viewed these articles and posts;
- Login statistics on social networks, websites;
- Number of recipients of an email or newsletter mailshot and the impact of these tools;
- Number of events organized and of participants attending these events;
- Number of project presentations at conferences, symposia;
- Number of communication actions directed at target groups and/or the general public;
- Number of media interviews and follow-up coverage.

Qualitative indicators

- Level of satisfaction of the participants/target audiences reached by the communication actions;
- Involvement of project stakeholders (ministries, project partners, final beneficiaries, etc.);
- Promotion of the Sustainable Development Goals (SDGs).



MAKE EFFECTIVE USE *of the France/AFD logo*

CORRECTLY REFERENCE THE NAME AGENCE FRANÇAISE DE DÉVELOPPEMENT

- Agence Française de Développement is **always written in French**, regardless of the language of the communication support in which the name of the agency is mentioned;
- Agence Française de Développement are **capitalized**;
- **No abbreviations** are permitted;
- AFD is the **only acronym** accepted.

CORRECT USAGE

- ✓ Agence française de développement
- ✓ AFD

INCORRECT USAGE

- ✗ Agence Française de Développement
- ✗ Ag. française de dev.
- ✗ French Agency of Development
- ✗ FAD, FDA, AfD...

CORRECT USE OF THE FRANCE/AFD LOGO

✓ CORRECT FRANCE/AFD LOGO TEMPLATES

France



France



✗ INCORRECT FRANCE/AFD LOGO TEMPLATES

France



✗ Distorsion,
height and width

France



✗ Typographical
alteration

France



✗ Partial change
in color of the
elements

France



✗ Use of visual
effects (shadow,
contour)

France



✗ Transparent
effect

CORRECT USE OF THE FRANCE/AFD LOGO

✓ CORRECT FRANCE/AFD LOGO TEMPLATES



✗ INCORRECT FRANCE/AFD LOGO TEMPLATES

LOGO VISIBILITY

The logo must **be clearly** visible against the background.

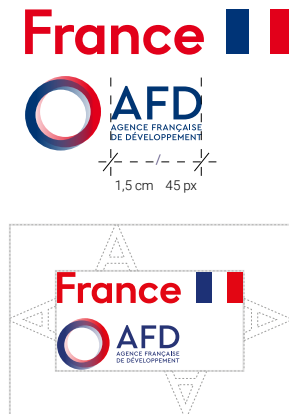
The logo **must not obstruct** or **blend into the image**.



LOGO SIZE AND RESOLUTION FOR PRINTED MATERIALS

For all non-web publications:

- The size of the horizontal logo must be greater than or equal to 30 mm (1.2 inches);
- There must be a minimum safety margin of 5 mm around the logo so that it remains legible and visible;
- Prioritize the use of high definition files for printed materials.



- Here, the logo is too small, it is illegible;
- Blurred or pixelated logo: the resolution of the image used is probably too low. Tip: use a higher definition image with better resolution;
- Not enough space around the logo: it is illegible and blends in with the surroundings.



LOGO RESOLUTION ON WEB PLATFORMS

Prioritize the use of the low definition version on web platforms while keeping to a minimum file size of 150 pixels.

