

Visibility Guidelines

(22 March 2019)



SHF

Somalia
Humanitarian
Fund

1. Key points

- These guidelines have been designed to ensure that response funded by the Somalia Humanitarian Fund (SHF) incorporates information and communication activities aimed to raise awareness to donor, international community and general audience about the humanitarian situation in Somalia, as well as the results and the impact of their support;
- This document contains mandatory requirements for all implementing partners under contracts with the SHF, as per the SHF Operational Manual, paragraph 42(d);
- The SHF 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, **while protecting the dignity of the affected people**.
- Partners are encouraged to be in touch with OCHA Somalia (Humanitarian Financing Unit – HFU) to maximise the impact of their communication efforts around the SHF.

2. Minimum visibility requirements: Implementing Partners

Before implementation

- At the time of the allocation announcement, implementing partners are encouraged to (highly recommended):
 - Tweet and tag [@shf_somalia](https://twitter.com/shf_somalia), use the hashtag **#SHFAllocations** and possibly link to SHF website - www.unocha.org/somalia/shf (or specific link to the Allocation Strategy);
 - Post on Facebook and link to the SHF website;
 - Refer to the SHF support in external materials at the country, regional and HQ levels (if issued);
 - Refer to SHF support in your press releases at the 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 and to be shared with SHF/HFU. The audio-visual materials should focus on:
 - specific assistance and relief aid funded by the SHF;
 - the affected population assisted through SHF-funded activities;
 - SHF visual branding (if used).
 - Mention the SHF as the source of funding in public external materials (i.e. SitReps, 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 SHF is mentioned in the text;
 - Using, where applicable, SHF visual branding (see point 2, below).

Photos and success stories

Every partner **must** submit at least one human story and 4 pictures for each project funded by the SHF. Please refer to Annex 1 and 2 for more information and guidelines.

- Indicate at the implementation site that the project is supported by the SHF, by using the appropriate tags and visuals (see below)
- Standard text / lines to be used by partners when promoting the SHF:
 - “Funded by the Somalia Humanitarian Fund (SHF)”
 - “Supported by the Somalia Humanitarian Fund (SHF)”
 - “Funded by the SHF”
 - “Supported by the SHF”
- 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 SHF (@SHF_Somalia) on twitter and **OCHA Somalia** on Facebook; you may also (optionally) tag the global Twitter handle of country-based pooled funds (@CBPFs).
 - Post stories, pictures and collaborate on coordinated activities on social media promoted by SHF, OCHA Somalia or any other humanitarian actor working on Somalia response.
 - Organise 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 organisation website (if available) mentioning SHF 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 SHF grants.

3. SHF “branding” and visuals

- SHF branding introduces a consistent and recognisable SHF colour-scheme, which builds on Pantone 279C Blue and the SHF wordmark, which is used in combination with the UN emblem;

CMYK: C:69 | M:35 | Y:0 | K:0
 RGB: R:72 | G:145 | B:220
 Web colour: #4891dc
 Pantone colour: Pantone 279C



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- The SHF has, from May 2018, a new wordmark, that should be used in all materials from now on. The logo spells out the acronym (“SHF”) and the Fund’s full name (“Somalia Humanitarian Fund”);
- It can be downloaded [here](#). **IT SHOULD NOT BE MODIFIED.**

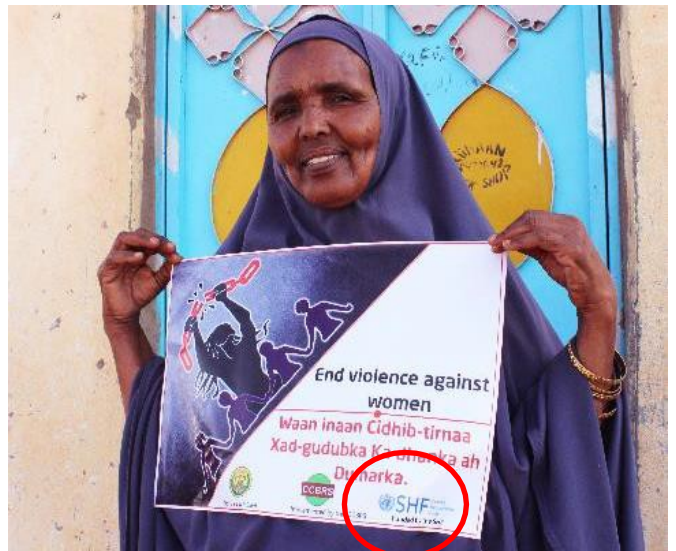
I. Logo Uses

- 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) or pictures with dark background
- Positive wordmark (blue) should be use on materials with light colour background (i.e white, beige, light grey or any light colour.



II. Example of materials that can be branded

- While it is important to assure the visibility of SHF-funded projects, the use of the logo in specific materials should not increase the costs of the operation. In many cases, it is better to have one sign/tag in the site of the project rather than brand any single material distributed. Below there is a list (not extensive) with examples of materials that can/should be branded:
 - All sensitisation/education materials, such as leaflets, banners, brochures, etc should be branded with the SHF logo.
 - Uniforms, like doctor's, midwives' or nurses' coats used, for example, in health mobile teams, should be branded.
 - Water points, latrines, learning spaces, or any other stable infrastructure should be branded.
 - Shelter kits can be branded, but it is not recommendable if the cost will increase.



4. Some practices and messages that need to be avoided

- SHF allocations should **not be referred to as “funding from OCHA”**. While OCHA manages SHF, the decision allocations are approved by the Humanitarian Coordinator based on jointly identified priorities by humanitarian partners in Somalia.
- Do **not use the old CHF logo** and **do not reproduce the OCHA logo** at the project implementation sites or on printed materials; and **do not modify SHF wordmark**.
- While ensuring SHF visibility, partners should not refer to or use branding materials from individual donors to SHF. If you wish to further highlight SHF donors, please be in touch with OCHA Somalia – Humanitarian Financing Unit.
- SHF is not a donor and should not be referred to as one.
- SHF does not implement projects.

For more information and context-specific guidelines, please contact OCHA Somalia (Humanitarian Financing Unit):

Branding, messaging and communications

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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 implementing partners **are requested to submit at least one human story for each project funded by the SHF** 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.

Success stories target a broad audience with varying degrees of understanding of humanitarian assistance, from humanitarian decision makers and relief workers to the media, donors, member states and the public. The goal is to show the human side of SHF-funded projects, the impact of SHF funds on the life of Somali 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 Somalia. The ultimate objective is engaging new donors and maintaining the current ones, assuring early and sustained funding.

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. Stories must be written in a style that is compelling and accessible to everyone.
- Explain the context and background: What were the main challenges faced by the community, by the beneficiary, and how did the project contribute to address the situation?
- Perspective is important to the story you are trying to tell. Most readers will not be familiar with the details that are relevant to your subject. You need to set the scene and provide context by adding background information, such as examples, quotes and references.
- These are the parts that lend meaning to the event or person you are writing about.
 - **Explain the SHF and implementing organisation’s added value:** Why the funds received were crucial for the community and how did the SHF 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 be understood by people outside of humanitarian organisations. 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.
 - **Project number:** the project code should be included in the document for internal

references.

- Use active voice instead of passive voice. For example, “FAO distributed farm inputs to 1000 HH” instead of “Farm inputs were delivered to 1000 HH by FAO”.

Annex 2: Photographs

Good pictures are essential for showing the impact of the projects, humanitarian needs and enhance accountability. Furthermore, good images are key to create a connection between the audience and the Somali people. Therefore, all implementing partners have to upload on the [SHF FlickrR profile](#) at least four good pictures for each project funded by SHF before the end of the implementation cycle – two for the success stories (annex 1) and two others to be use in communication materials. If possible, ask a professional photographer to help with the images.

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 that 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, names of people who appear on the image.
- Ask and keep a copy of image use authorisation from people photographed.
- Photos should ideally be uploaded in **high quality image files** on FlickrR. The credit and caption should be added below each image, in the space dedicated for this. The SHF/HFU communications team you provide the organisations with the username and password for the platform.