



STRENGTHENING PUBLIC FINANCIAL MANAGEMENT  
**FOR SOCIAL PROTECTION**

# IDENTITY MANUAL

2016

This document is the reference of visibility and identity protocol of Government of Bangladesh supported, UK aid and AusAid funded SPFMSP project.



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## *About the Manual*

The SPFMSP identity manual is an effort on the part of the project to stand out as a unique identity. In the mission to help the extreme poor, the project brings own individual values, personalities and ideas and look for synergies and opportunities with the corporate values of our institutional partners. This complements respect for the ownership, identity and values of the strategic partners who will implement the outputs in fact.

Chapter 1 of this manual discusses SPFMSP's corporate identity i.e. the values of the implementing agency. It also tries to construe common descriptions of some identity elements so that we are all of a common understanding when referring to SPFMSP, its consortium partners. Chapter 2 of this manual provides guidelines on SPFMSP brand use for print, online and visual media communication. Chapter 3 enumerates some guidelines for SPFMSP partners about identity issues.

The SPFMSP communications unit is responsible for ensuring that the identity standards set out in this manual are followed by all parties e.g. SPFMSP staff, consortium partners, design houses or communication agencies commissioned for SPFMSP work.

## *Basics*

The SPFMSP Project is linked to the DFID-funded Strengthening Government Social Protection Systems for the Poor (SGSP) Programme which is aimed at supporting the Government to establish policies, budgets and plans for a more effective and efficient social protection system.

Other parts of SGSP are being delivered by four implementing partners: the United Nations Development Programme (UNDP), the World Food Programme (WFP), the World Bank (WB) and the Manusher Jonno Foundation (MJF).

The major objective of the SPFMSP Project is to enhance the capacity of the FD and six major social protection (SP) expenditure managing Line Ministries (LMs) to draw evidenced based budgets that respond to VfM, improve targeting, prevent leakages, avoid duplication, bring efficiency in delivery systems and establish an efficient SP expenditure monitoring system. The six LMs associated with the FD in the implementation of the Project are: i) Ministry of Social Welfare (MoSW), ii) Ministry of Children and Women Affairs (MoWCA), iii) Ministry of Health and Family Welfare (MoHFW), iv) Ministry of Education (MoE), v) Ministry of Primary and Mass Education (MoPME) and vi) Ministry of Disaster Management and Relief (MoDMR).

### **SPFMSP has the following objectives:**

1. Operationalising the Social Protection Budget Management Unit (SPBMU) in the Finance Division
2. Undertaking Diagnostic Studies of Existing Social Protection Schemes
3. Conducting Research
4. Preparing Costed Plans for the Reforms of Priority Social Protection Schemes
5. Establishing a Management Information System (MIS) to Track and Evaluate SP Expenditure
6. Training and Developing Capacity



## *Portraying the identity*

The SPFMSP Project is linked to the DFID-funded Strengthening Government Social Protection Systems for the Poor (SGSP) Programme which is aimed at supporting the Government to establish policies, budgets and plans for a more effective and efficient social protection system.

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### **Crediting GoB, UK aid and AusAid**

All lesson learning products and advocacy materials produced from SPFMSP should provide proper credit to the contribution of UK aid, AusAid and the logo of Government of People's Republic of Bangladesh featuring their logos in accordance with their identity standards.

Please see the Standards for use of the UK aid logo on <http://www.dfid.gov.uk/Work-with-us/corporatecommunications/>

### **Consortium partners**

SPFMSP is represented by a consortium of three agencies led and managed by Maxwell Stamp Ltd..

Consortium partner logos can be included in documents where appropriate and necessary - e.g. in the cover page or cover inner in recognition of association with the document produced.

### **Language**

SPFMSP uses British English in its documents, e-mail correspondence and online media.

### *Guidelines on brand use*

#### **The logo**

The SPFMSP logo is a stylised visual manifestation of its commitment for enabling the target beneficiaries get support with social protection.

#### **Font with the logo**

The logo typo contains versions of Myriad font family.



#### **Types of logo**

Besides the color one, there are two other forms of the logo - grayscale (left below) and reverse (right below).



## Use the logo correctly

*Scaling* - Always scale the logo proportionally (i.e. equally along the horizontal and vertical axis).

*Clear space* - To create stronger visual impact, keep the area around the SPFMSP logo completely open and free of text graphics, type, photographs, illustrations or other visual elements. A minimum clear space must be maintained as a staging area surrounding the signature.

### Incorrect usage

1. Do not print the logo in multiple colors.
2. Do not alter or distort the artwork.
3. Do not add other graphic elements.
4. Do not add words or modifiers.
5. Do not use the logo over text, illustrations or photographs.
6. Do not use the reverse signature on a background with insufficient contrast.
7. Do not use the inclined orientation
8. Do not set the SPFMSP logotype in type.
9. Do not alter the spacing of the signature.
10. Do not fill the logo with patterns or gradations.
11. Do not outline the logomark or logotype.
12. Do not reproduce in any colors other than the approved colors.
13. Logo should not be compressed or represented inproportionatesply.

Some example of incorrect usage are mentioned in the following page.



*Incorrect logos*



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## *Typography*

Garamond font family

Arial font family

SutonnyMJ (বাংলা)

SutonnyBanglaOMJ (ইউনিকোড বাংলা)

### **Garamond**

As in-line text in documents, 'SPFMSP' should be written in Garamond font family (usually font size 11).

### **Arial**

Arial font family should be used for e-mail correspondence in font size 10. For the the website, Arial font family (size 10) can be used.

### **SutonnyMJ/SutonnyBanglaOMJ**

For বাংলা in documents, use SutonnyMJ (True Type Font Family) or SutonnyBanglaOMJ (Unicode Bangla Font Family) in font size 12.

## *E-mail signature*

Sincerely --

**\*\*Name\*\***

**\*\*Designation\*\***

Strengthening Public Financial Management for Social Protection (SPFMSP) Project  
Under the Strengthening Government Social Protection Systems for the Poor (SGSP) Programme  
House 23/B, Road 112, Gulshan 2, Dhaka 1212, Bangladesh  
T: 88029889139, 88028834384 Ext \*\*\* M: +88-01\*-\*\*\*\*\*

Please visit [www.spfm-sp.org](http://www.spfm-sp.org) to know more about the project.

## Stationery

### Business card

This business card design is for the project staff only. Staff of the SPFMSP cannot use UK aid, AusAid or Government of the People's Republic Bangladesh logo.



## Envelops



## Letterhead



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Strengthening Public Financial Management for Social Protection (SPFMSP)  
House 23/B, Road 112, Gulshan 2, Dhaka 1212, Bangladesh | Tel: 88029889139, 8834384 | E-mail: info@spfmosp.org | Web: www.spfmosp.org

*Partners' application of SPFMSP identity*

**Co-branding with partners**

There are some partnerships with the Government of People's Republic of Bangladesh, UK aid, AusAid and some other consortium agencies. They can be represented as necessary and appropriate for the sack of their visibility, transparency and accountability.

The following style can be followed in places where other organisations' presence are there.



## *Press policy*

Generally, the Communications Unit is the first point of contact for any kind of external Communiqué including correspondence with the press. Moreover, prior to each external event, the Communications Unit in consultation with the Team Leader will prepare specific talking points or FAQs (frequently asked questions) for the entire team in order to determine uniformity across the portfolio. Following are a few guidelines to consider when dealing with the press:

1. All events covered by the print and other media should have press releases both in Bangla and English providing objectives and descriptions of the event. The press releases should be handed out to journalists and media personnel who cover the event to facilitate their write ups. The press releases should be simple and precise, carrying all the factual information of the event along with a brief description of the event. A brief SPFMSP profile should supplement all press releases [available in the website].
2. All staff members who are interacting with the press during events should be thoroughly debriefed about the information that is to be disseminated and shared with media and journalists. This provides both uniformity and facilitates access to information to the media personnel present who may like to talk to particular members about the events. Otherwise, media people should be referred to Communications Unit.
3. Designated SPFMSP personnel should also follow up with media who covered the event to ensure that the events are covered. S/he should establish rapport between journalists for future reference.



## **Use of SPFMSP identity for articles in media**

1. It is mandatory for those who would like to mention the SPFMSP identity to use the following disclaimer:

*The writer works as <Designation> at SPFMSP project. The views expressed in the article are those of the writer and in no way reflect the views of the organisation, Government of the People's Republic of Bangladesh, UKaid/DFID, AusAid or their employer in any way whatsoever. SPFMSP accepts no responsibility for the views or information expressed in this article and accepts no liability for its contents.*

2. Any article on social protection or any other core SPFMSP activity produced by SPFMSP staff has to be shared with the Communications Unit for scrutiny before it is confirmed for publication. The purpose is to check that the disclaimer is worded correctly and the article does not contain information or content which is confidential, exclusive or in contradiction to SPFMSP and is suitable for general circulation.

3. SPFMSP reserves editorial rights on all texts on matters related to its core activities prepared by any and all of its staff, whether directly employed or engaged as consultants, irrespective of whether these have been produced during the staff's personal time.

4. The editorial control does not apply in the case of non-social protection related articles or on matters that are not within the core activities of SPFMSP's work or the organisations or beneficiaries they aim to work with.

5. The writer can choose not to disclose their SPFMSP identity e.g. the writer is a social scientist/a researcher, in which case no editorial control or content check is required.

6. All documents to be cleared via the Team Leader before upload to website (excludes social networking contents).

**Strengthening Public Financial Management for Social Protection (SPFMSP)**  
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