



Visibility Guidelines of the Czech-UNDP Partnership for Sustainable Development Goals

1. BACKGROUND

The main goal of the **Czech-UNDP Partnership for SDGs** (hereinafter: CUP) is to bring Czech expertise and innovative solutions for SDGs to partner countries.

The CUP will address development challenges identified as key by the UNDP COs in its six partner countries, *Bosnia and Herzegovina, Federal Democratic Republic of Ethiopia, Georgia, Kingdom of Cambodia, Republic of Moldova and the Republic of Zambia*. At the same time, due to the wide range of development challenges being addressed by UNDP COs, CUP will focus on areas where the Czech Republic has substantive expertise and can offer added value and innovative solutions. As such, CUP priorities will be aligned as much as possible with the priorities of the Czech ODA in partner countries and its Programme documents.

The three components of the project will include: 1. **Expertise on Demand** through which hands on experience and trainings in the partner countries will be provided to facilitate transfer of Czech expertise. 2. **Challenge Fund: Czech solutions for SDGs**, will provide scalable solutions for the identified development problems, applicable at the country and sub-regional level. 3. **Knowledge management**. To mobilize knowledge and know-how and feed it into resolving specific development objective, the project will apply a knowledge management strategy to ensure that its activities contribute to broader outcomes and make impact. The project aims to achieve positive spill overs by collecting knowledge and making it widely available across the region.

The initiatives under this project will be identified and co-designed by the CUP, UNDP Country Offices and Czech Embassies, in collaboration with Czech Development Agency and other partners.

2. OBJECTIVE

The purpose of this document is to guide the project implementors and partner entities of the Czech-UNDP Partnership for SDGs in creation and usage of the visual identity elements for the communication materials, as well as delivering content for websites and social media channels.

The communication materials include:

- Publications and knowledge products: brochures, leaflets, infographics, reports, other

[Zadejte text.]

- Event materials: agendas, list of participants, presentations, poster, banners, roll-ups, spiders, other

3. LOGOS

All the communication materials produced within the UNDP projects financed by the Ministry of Foreign Affairs of the Czech Republic should use the following logos:

- **Official Development Assistance of the Czech Republic logo (hereinafter: Czech ODA)**
- **UNDP logo**

The logo of the Czech ODA will be always placed before the UNDP logo, on the same line, on the top corner of the page or material. ***The logos should be visually equal.***

On websites and online platforms, the logos may be, optionally, placed at the top of the homepage or on a separate page.

In some circumstance, the two logos can be accompanied by other partners' logos which will be placed after or under the Czech ODA logo and the UNDP logo. In this case, all logos may be also placed at the bottom of the page. All logos should be visually equal; no one logo should take precedence over the logos of partner organizations. Before using any of the logos, it is recommended to ***check the visual identity manuals of the partner organizations.***

➤ Czech ODA logo

The Czech ODA logo and brand identity manual are available on CzechAID websites, [here](#).

➤ The UNDP logo

The UNDP logo and brand identity manual are available on UNDP websites, [here](#). The logo is no longer used in combination with the tagline: "*Empowered lives. Resilient Nations.*"

4. DISCLAIMERS

All communication materials, as well as websites and social media pages, should mention the financial support of the Ministry of Foreign Affairs of the Czech Republic. This can be implemented by adding a disclaimer or including this information in the text of the communication material.

The standard disclaimer template is the following:

The project "[insert the name of the project]" is implemented by the United Nations Development Programme (UNDP) with the financial support of the Ministry of Foreign Affairs of the Czech Republic.

[Zadejte text.]

The disclaimer can be adjusted to reflect other financing modality details, for example:

The project "[insert the name of the project]" is implemented by the United Nations Development Programme (UNDP) through the Challenge Fund, with the financial support of the Ministry of Foreign Affairs of the Czech Republic

The disclaimer can be adjusted to reflect the name of the official profile of the implementing or funding entity, for example:

[insert the name of the event] is organized by the United Nations Development Programme (UNDP), with the financial support of @Ministerstvo zahraničních věcí České republiky (Ministry of Foreign Affairs of the Czech Republic).

On several communication and information materials, under the above-mentioned text, the following disclaimer should be also used:

The content of this material does not necessarily represent the official views of the Ministry of Foreign Affairs of the Czech Republic, or of the United Nations, including UNDP, or UN Member States.

5. HIGHLIGHTED COMMUNICATION MATERIALS AND CHANNELS

Publications

The logos – the Czech ODA logo and the UNDP logo – should be placed on the cover or first page of all publications (like reports and brochures).

It is obligatory to mention the Ministry of Foreign Affairs of the Czech Republic as the donor of the project or event, either by adding the disclaimer or another text specifying Czech's contribution provided that it is sufficiently visible and clear.

Other communication materials

The logos should be applied on all communication materials such as leaflets, infographics, two-pagers, advertisements etc.

The disclaimer mentioning the Ministry of Foreign Affairs of the Czech Republic as the donor of the project or event can be adjusted and optionally used, where possible and sensible. Alternatively, another text specifying Czech's contribution can be added.

Websites

The use of the logos is optional and may be placed on the homepage or on other pages.

[Zadejte text.]

It is obligatory to mention the Ministry of Foreign Affairs of the Czech Republic as the donor of the project or event. This can be implemented either by adding the disclaimer or another text highlighting Czech's contribution.

Social media channels

Where possible, the disclaimer mentioning the Ministry of Foreign Affairs of the Czech Republic as the donor of the project or event should be placed on the social media main pages and event pages. Social media posts should highlight the support of the Ministry of Foreign Affairs of the Czech Republic, where possible and sensible, avoiding being pretentious and vain.

Social media posts should reference the donor's social media accounts:

- ✓ Twitter: @CzechMFA (for English language posts), @mzvcr or @ed_mzvcr (for Czech language posts), @UNDPEurasia
- ✓ Facebook: @mzvcr, @UNDPEurasia
- ✓ Instagram: @mzvcr, @UNDPEurasia
- ✓ LinkedIn: @mzvcr, @UNDPEurasia @Czech_UNDP

The following hashtags are to be used: #CzechUNDP, #Czech #CzechRepublic.

6. TRANSLATION

When making the reference in Czech, please use the agreed upon translation of the CUP is "*Partnerství pro Cíle udržitelného rozvoje mezi Českou republikou a Rozvojovým programem OSN*".

7. CONTACTS

For questions and inquiries, please refer to the Czech-UNDP Partnership Programme Specialists at cup.applications@undp.org

You could find us on our [website](#) or [LinkedIn](#).

Tip! Maintain a close relation with the CUP Specialists. Be proactive and do not wait for the reports to inform about project status and results.

Thank you!