

# Community Legal Services Bangladesh (CLS)

## Identity and Branding Guidelines

Version September 24, 2014

This section provides guidelines on brand use for print, online and visual media communication of the Community Legal Services Project (CLS). It enumerates instructions for CLS grantee NGOs on how to apply this identity. For the sake of brevity this document uses the acronym (CLS) throughout in the body text after the first mention of the project name Community Legal Services. However, at all times the complete name of the project has to be used at its first mention at any publication or communication product.

The CLS Advocacy and Communications Team is responsible for ensuring that the branding standards set out in this guideline document are followed by all parties e.g. CLS staff, grantee NGOs, design houses or communication agencies commissioned with CLS work.

### 1. Branding Instructions for CLS staff

Community Legal Services (CLS) is a Department for International Development (DFID) UK funded project designed to provide legal services to the poor and marginalised communities in Bangladesh.

In an attempt to acknowledge this contribution and partnership all communication products produced and printed under CLS will at all times include logos of both DFID and CLS project. According to the DFID branding guideline document (available at

<https://www.gov.uk/government/publications/uk-aid-standards-for-using-the-logo>)

the preferred location of the UK Aid logo is on the top right portion of the printed material. In addition, for all CLS in house documents and printed materials the project logo should stand at the top left corner.

1. Uk Aid logo should be put on the top right corner of the document.
2. CLS logo should be positioned at the top left corner.
3. Logos of all consortium partners should be included at the bottom of the front cover.

**About project logo:** The CLS logo is an important part of its identity which tries to create a visual brand for what the project stands for. It is a graphic representation of three people joining hands and the balance of justice in the middle. The logo symbolizes legal empowerment, the use of law and human rights to serve the interests of impoverished communities. The balance of justice signifies the unifying motive, the quest for justice amongst the people. The CLS envisions that greater access to justice would eventually improve the quality of life for the Bangladeshis.

**About DFID logo:** DFID uses the symbol of Union Flag in their current logo and with addition of UK AID underneath the symbol acknowledges the UK tax payer's contribution in helping the world's poor change their lives. The complete guideline document on UKAID brand use can be obtained

from CLS office. The digital files for using the logo can be downloaded from the DFID website at [www.dfid.gov.uk/corporatecommunications](http://www.dfid.gov.uk/corporatecommunications).

### **Consortium Partners**

It is represented by a consortium of three agencies led and managed by Maxwell Stamp Plc (MSP) and supported by the British Council and an independent non-profit organization called the Centre for Effective Dispute Resolution (CEDR). Detailed descriptions about the agencies can be found in the project website. All the consortium partner logos are included in CLS website. All CLS in-house reports e.g. CLS Inception Report, Annual Reports, Strategies and CLS Commissioned Technical Documents should include logos of the consortium partners at the bottom of the cover page.

## **2. Types of Logo**

A few versions of the logo have been created depending on audience and product type. Details are as follows:

Type 1: English Logo- Used for all communications particularly for the English speaking audience. This should be used against a light background, preferably white. (Amended September 24, 2014)



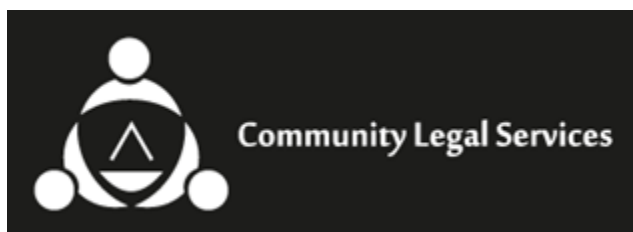
Type 2: General Logo-At this stage this logo should be used for all field level communications e.g. field signboards, posters and banners and in most communication products to general audience. This should be used against a light background, preferably white. (Amended September 24, 2014)



Type 3: Black and Grey- For documents and newspaper advertisements the following types in black and grey can be used.



Type 4: Reversed logo- Against dark blue or black backgrounds the logo can be used in reversed form.



Type 5: The Symbol- The symbol itself represents three persons holding hands to form a triangle. The figure inside represents the scale of Justice. Taken together, the logo represents the people or the community in search of justice. We should use the symbol more when CLS is well known amongst its audience. (Amended September 24, 2014)



**General information on logo:** The Logo should not be compressed or represented disproportionately. The font used in the logo to write the project name is MoolBoran. The standard size is 110 mm and the minimum suggested size is 17 mm.



The logo relies on two colours. The colour scale used in the logo is as follows:



A digital file of all types of the logo in their various shades and sizes can be downloaded from the CLS website.

### **3. Application of CLS Identity by the Grantee NGOs**

CLS's field presence is expected to be created by its grantee NGOs. There should be an adequate number of project signboards, posters at field spots and banners used at events ensuring visibility of the project. Therefore, NGO logotype will need to work in combination with UKAID and CLS project logo. Following are a few instructions for the NGO partners to consider:

- i. All CLS funded communication products and field signboards or billboards should acknowledge the support of the UK government. According to the UKAID brand guideline the preferred location of the UKAID logo is on the top right corner of the product. The complete guideline document on UKAID brand use can be obtained from

<https://www.gov.uk/government/publications/uk-aid-standards-for-using-the-logo>. The digital files for using the logo can be downloaded from the DFID website at [www.dfid.gov.uk/corporatecommunications](http://www.dfid.gov.uk/corporatecommunications)

- ii. The grantee NGO logo should take precedence over the CLS project logo especially in field signboards and posters. Clearly, the NGO logo can be situated at the top left corner while the CLS project logo could be placed at the bottom left or right corner. For the printed materials e.g. policy briefs, booklets the logos should be located at the cover page. For all communications with the beneficiaries the Grantees should consider using type 2 version of CLS logo which contains the project name in Bangla text (see page 7). The digital files for using all the versions of CLS logo can be found on the CLS website.
- iii. The Grantee NGOs need not use the logos of CLS consortium partners. However, a descriptor such as ***Funded by the UK Government through Maxwell Stamp PLC, the British Council and the Centre for Effective Dispute Resolution (CEDR) and implemented by (put the NGO's name)*** can be added in small letters beside CLS logo provided there is space especially underneath a signboard. This acknowledgement can also be put at the back cover if the product is a printed booklet or report. In field level signboards the descriptor should preferably be in Bangla. However, the example below uses the name of one particular NGO but for your field signboard please insert the name of your own organization:

যুক্তরাজ্য সরকারের অর্থায়নে পরিচালিত এবং ম্যাক্সওয়েল স্ট্যাম্প (পিএলসি), ব্রিটিশ কাউন্সিল ও সেন্টার ফর এফেক্টিভ ডিসপিউট রেজুলেশন (সিইডিআর)-এর সহযোগিতায় (নির্দিষ্ট এন.জি.ও-এর নাম) কর্তৃক বাস্তবায়িত।

This document includes two illustrations to show the correct amount of prominence that should be given to each logo when designing a signboard or a banner (see page).

- iv. The Grantee NGOs should install signboard or billboards of their respective CLS projects at crucial growth points of the Union Parishad e.g. marketplace, next to tea-stalls. Each board should be no less than 5/6 feet in size. Preferably the boards should contain important messages or attractive slogans around the availability and free legal service delivery by the project. Clearly, in order to ensure availability of the service the project should obtain and share helpline or hotline numbers with the locals.
- v. The grantee NGOs are likely to hold joint programmes with other NGOs or Government agencies. In cases where fund from CLS is used for production of any communication

material, the NGOs should ensure that the logos of UKAID and CLS are included in those materials along with logos of other cooperating groups.

- vi. At the initial stage of the project the draft design of a signboard or billboard and all posters produced by the NGOs should be approved by the Advocacy and Communications Component Leader at the CLS office to ensure correct positioning of the logos and portrayal of CLS identity.
- vii. All NGO publication produced under CLS funding are expected to include UKAID and CLS logos but the content does not need an approval stamp from CLS office. In such cases, the NGOs are requested to use a disclaimer: the views expressed in this document are not necessarily those of UKAID or Community Legal Services Project. In Bangla:

*এ প্রকাশনায় অন্তর্ভুক্ত মতের দায়দায়িত্ব ইউকেএইড বা কমিউনিটি লিগ্যাল সার্ভিসেস এর নয়।*

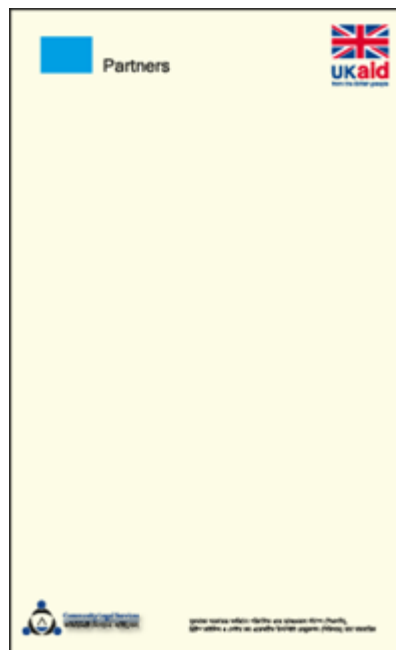
- viii. The grantee NGOs should not use CLS or UKAID logos in their visiting or ID cards or produce any stationary using CLS identity.
- ix. Exceptions have been made in the case of Community Mobilizers. Experience from implementation of Round 1 grantee projects shows that the community members sometimes get confused by visits from NGO staff from a number of projects. Therefore, it was decided that the front line community mobilizers should be allowed to use Identity cards with CLS logo.
- x. When a grantee NGO has identity guidelines that conflict with ours please contact CLS office to discuss options for flexibility. Further, NGOs may have their own coalition partners but the decision over whether to allow visibility to the coalition partner in the NGO produced communication product under the CLS project should be guided by the lead NGO's branding standards.
- xi. As far as the presence of the consortium partner logos of CLS grantee NGOs in the field communications materials is concerned, there is no need to keep several logos all together to avoid confusion. Since the grantee NGO logo is already taking precedence over the CLS project logo in the field communication materials, so their consortium partner logos may be kept out of the materials. (Amended September 24, 2014)

#### **4. Examples of Signboards or Billboards**

Type 1:



Type 2:



## 5. Press, Publication, Video and Web-Posting Policy of CLS

Community Legal Services (CLS) is committed to the safety and security of all its beneficiaries and their families. Admittedly, as a legal justice programme CLS caters to a client base or beneficiary group who are mostly poor vulnerable people or groups whose rights have been violated, victims or survivors of domestic and other types of violence whose security should be the prime concern for CLS and all its grantee NGOs. Therefore, in order to facilitate and encourage effective reporting of project success stories and human interest stories for electronic and print media, website posting, publication, video documentation this policy identifies a few principles in compliance with existing legal provisions which the CLS practitioners should take into account prior to any public domain sharing of beneficiary information. Particularly, this policy identifies areas where we should practice caution in disclosing the identity and use of photographs of beneficiaries. However, it is assumed that any information documented and shared publicly by CLS and its grantees would be original work or documentation of project stories and will not fall under an act of plagiarism or violation of copyright laws.

#### **General principles as to documentation or reporting of stories**

- Security and protection of a survivor and his or her family must be considered before revealing any issue in public.
- No story of survivor shall be published or placed before electronic or print media without prior consent of survivor or his/her actual guardian if he/she is a minor or a person with psycho-social disabilities.
- CLS or its grantee NGOs should avoid making any comment on a matter/case when it is under trial or *subjudice*. However, reporting of the incidence or documentation of the story for public domain is allowed provided the narrative refers to the victim's version of the story or uses an eyewitness account as a reference.
- No defamatory statement against a person shall be published if there is any apprehension of being charged with committing libel under existing laws.

#### **Principles as to disclosing identity**

- In case of matters which invoke Women and Children Repression Prevention Act 2000, Human Trafficking Prevention Act 2012, Children Act 2013 and Rights and Protection of Persons with Disabilities Act 2013 and other Statutes having provisions restricting press interventions, CLS shall strictly comply with the legal requirements.



- If the issue involves a minor offender or a child in conflict with law or a women charged with committing offence, identity shall not be published until his/her guilt is proven in due process of law.
- Names of the survivors should be changed when documenting their stories for public domain documents. However, genuine identity will be used in official documents e.g. quarterly and annual reports.
- Subject to the compliance with existing legal provisions and prior permission of the survivor identity of beneficiaries may be disclosed in public.
- Security of the survivor must be considered especially in case of trans-national organized crimes i.e. human trafficking case before revealing identity even if the survivor consents to disclose their identity.

### **Principles as to using photographs of survivors**

- Aforesaid principles are also applicable in terms of publication of photographs of survivors.
- Prior permission of the beneficiary should be sought before taking a photograph.
- In reporting sensational or sensitive matters there must be a written statement of survivor endorsing consent to publication of his/her photographs.
- If necessary the identifying portion of the photograph shall be kept out-of-focus or be made hazy.
- Graphic representation of Images of violence inflicted on body parts of particularly female beneficiaries should be avoided.

### **CLS Liability**

- CLS will not be liable for publication of any confidential data if made on record by grantees or others without lawful authority or prior permission.
- CLS does not recognize vicarious liability in terms of violations of press related laws and policies by grantees or by others referring to CLS without its' consent.
- On reporting a sensational case to the media in case of a sudden incidence of violence in their respective project areas the NGOs are expected to operate independently but quickly. Prior to use of CLS and UKAID logos for banners at such press conferences NGOs should seek permission from the CLS office.