



THE GEF SMALL GRANTS PROGRAMME

BRANDING GUIDELINES FOR THE COMMUNITY DEVELOPMENT AND KNOWLEDGE MANAGEMENT FOR THE SATOYAMA INITIATIVE -COMDEKS

- For all communication materials that mention COMDEKS, please make sure that the first reference is always as the “Community Development and Knowledge management for the Satoyama Initiative (COMDEKS), funded by the Japan Biodiversity Fund, Implemented by the United Nations Development Programme (UNDP) and delivered by the GEF Small Grants Programme (SGP)”
- If COMDEKS is only mentioned once in the material, this is the correct version you should use for all articles, website content, publications, fact sheets, etc.
- Please make sure that UNDP Communication Officers at the Country Office know that this is the correct branding and apply it on all news stories and videos produced by them at the country level.
- Any time you work on a story (article, newsletter, etc.) with UNDP or other partners at the country level please let Diana Salvemini (diana.salvemini@undp.org) and Ana Maria Currea (Ana.maria.currea@undp.org) know so you will be assisted to ensure correct branding and credit is given and also we can help promote it at the global level.

KM and communication materials:

- All COMDEKS knowledge and communications materials, including publications, should always include all five logos in the same size in the cover page. Local partner logos can be also added, but these five should always be included.
- GEF is not the donor to COMDEKS but should be acknowledged due to its support to SGP and co-financing for COMDEKS.
- The logos should be in this order UNDP, Japan Biodiversity Fund, GEF, SGP, the *Satoyama* Initiative.
- This applies for all KM and Communication materials made by grantees and partners about COMDEKS projects.
- This includes COMDEKS country documents such as the COMDEKS Country Programme Landscape Strategy.

Banner Adds:

All Banners add at project sites SHOULD INCLUDE ALL FIVE LOGOS. You can also include other logos from partners and the local organization, but it is important to ALWAYS include all FIVE logos.

The size of the logos should be the same for all and the order should be UNDP, Japan Biodiversity Fund, GEF, SGP, Satoyama Initiative.

