

The background is a dark blue field with a large, stylized white dove logo. The dove is composed of thick, curved lines, with a small white circle for an eye. Surrounding the dove are several colorful, abstract, teardrop-shaped elements in shades of orange, yellow, green, red, and pink, all pointing towards the right. The text is centered in the middle of the page.

COMMUNICATION GUIDELINES FOR PARTNERS



AGENZIA ITALIANA
PER LA COOPERAZIONE
ALLO SVILUPPO

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INTRODUCTION

The following Communication Guidelines are addressed to the partners of the Italian Agency for Development Cooperation (AICS) in Italy and abroad, with the aim of providing essential indications for planning and developing, in a coordinated and organic manner, communication materials that can effectively document and enhance the Agency's work.

Producing quality communication, consistently over time and across the multiple geographic areas of intervention, is essential to strengthen the Agency's institutional positioning in the media and its reputation with government counterparties and the Italian and international public.

This handbook is designed as an operational tool to build an unambiguous and immediately recognizable image of the Agency. Its guidelines are functional for both external communication purposes, to improve the quality of the materials produced and promote the Agency's identity and values, and internal communication, to strengthen the sense of belonging of the employees and the collaboration of its suppliers.



1

OBJECTIVES
OF THE
GUIDELINES



These guidelines are addressed to all the partners of the Italian Agency for Development Cooperation, government counterparties, implementing organisations, civil society, the private sector, universities, etc. Their aim is to provide the necessary specifications for correctly drafting communication materials for cooperation initiatives financed or co-financed by the Agency. They have been developed in a manner that is fully consistent with the brand image and communication formats of the individual partners and should be intended exclusively as a tool providing clear answers to the many questions on the general contents of communication and the use of the logo of AICS, which have been received over the years by the Rome Headquarters and the AICS field offices abroad from the many partners operating around the world with Italian funds.

The communication materials produced must always strive to protect and strengthen – and never damage – the public reputation of the Italian Agency for Development Cooperation, considering that communication is a fundamental component of cooperation work. Moreover, it provides an essential contribution to the achievement of the Sustainable Development Goals and to supporting the development processes undertaken in our Cooperation Partner Countries, the improvement of the quality of life of the communities involved in the initiatives and the broader promotion of human rights, the value of peace and the sustainable use of environmental resources. Thanks to these guidelines, the Agency aims to help improve the workflow in communication partnerships and the quality of the materials produced. For more information, please contact the relevant office managers (AICS field offices or Headquarters in Rome).

2

KEY NARRATIVE GUIDELINES



The narrative content and messages conveyed in all communication materials must be consistent with the fundamental principles of the Italian Constitution, the Charter of Fundamental Rights of the European Union, and the United Nations Universal Declaration of Human Rights. The Agency reserves the right not to recognise expenses incurred for communication materials that conflict with these values.

The messages must also respect the local identities and cultures, using a narrative that forgoes the concept of "aid" and focuses, instead, on establishing partnerships and empowering the target communities. It is crucial to avoid paternalistic or pietistic overtones and to emphasise the importance of de-colonisation. In line with the actual financial capacity of the individual projects, communication must be able to encourage the creation of intercultural exchange processes and building bridges between countries and people, always clarifying the fact that cooperation activities are supported and implemented with funds from Italian citizens. Generally speaking, development cooperation partners may use the following hashtags, also in the local languages: #CreatoriDiSviluppo, #MadeWithItaly, #PersonePersonePerLePersone.

When producing visibility materials, Cooperation partners must include, in addition to the logo of AICS, the wording "*Project financed by the Italian Agency for Development Cooperation*", with the title of the project, especially in the case of video and press materials and always in line with their own graphic formats and in the language used.



3

GENERAL RULES
ON THE USE OF
THE AICS LOGO


The logo of AICS is available in horizontal and vertical format. It consists of three elements. The first is a stylised icon representing the dove of peace and an open hand, combined, symbolising dialogue and cooperation. The second consists of three thin red, white and green stripes, the colours of the Italian flag. The third are the words *Agenzia Italiana per la Cooperazione allo Sviluppo*.

The AICS logo is available in Italian, English, French, Arabic, Spanish and Portuguese. Subject to approval by Office I in Rome, logos in local languages can be used where it is not possible to communicate effectively with the logo in the main languages.

The logo should always be used in vector format, in the following extensions: (1) .eps, especially in print, billboards, giant screens, etc.; (2) .png, especially for the Web and smaller communication materials; and (3) .jpg, limitedly and reserved to the social media.

In all communication activities, it is mandatory to use the logo exclusively in either the horizontal format or the vertical format, in any of the above-mentioned extensions.

The aim of communication by the Agency, in the countries of intervention, is always to highlight Italy's contribution through the visibility of its logo. Optionally, and particularly in the most important communication activities, the coat of arms of the Italian Republic can be added to the AICS logo.



4 OPERATIONAL
INSTRUCTIONS
ON HOW TO USE
THE AICS LOGO

The logo must be included or printed preferably on a white background. Backgrounds of other colours are only admissible if they allow for the clear legibility and accessibility of the AICS logo.

The logo of AICS must be used in its entirety, without alterations or modifications. In particular, it is forbidden to:

- separate the text from the symbol,
- distort the logo,
- change the official colours of the logo,
- change the font of the logo,
- alter the proportions of the logo and its graphic elements,
- change the text and graphic elements within the area of the logo,
- show only part of the logo by covering it with other elements..

In conclusion, the logo of AICS must always be used: A) as sent by the competent Office, in one of its horizontal or vertical versions, B) in one of its .eps or .png extensions as indicated above, C) in the Italian language or, depending on the communication materials, in the prevailing language used in the geographical context.

SVILUPPO ORIZZONTALE



positivo 1 colore



positivo scala di grigio



negativo 3 colori



negativo 1 colore



SVILUPPO VERTICALE



positivo 1 colore



positivo scala di grigio



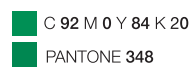
negativo 3 colori



negativo 1 colore



COLORI





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5

PRINTED
MATERIALS:
BANNERS, LEAFLETS,
PLAQUES

Panels and banners must be visible, the logos easy to read and as explanatory as possible of the nature of the intervention.

Panels, banners and plaques must mandatorily feature:

- the logo of AICS in the top left corner;
- the logo of the Italian Republic;
- the title of the project;
- the wording "Project financed by the Italian Agency for Development Cooperation" in the language used;
- the logos of implementing organisations.

Where relevant/appropriate, the following should also be featured:

- the partner logos (of the same size as the logo of AICS);
- the local government logo;
- the flag of the Country and the Italian flag;
- the year of completion of the work.



6

VEHICLES,
EQUIPMENT
AND OTHER
CONSUMABLES

Vehicles, consumables, tools and equipment used or purchased as part of a programme financed or co-financed by AICS must be clearly identified with the AICS logo. Whenever possible, the phrase "Project financed by the Italian Development Cooperation Agency" should be affixed in the local language. The logo of AICS may not be applied for specific security reasons, shared with the Embassy and in agreement with the competent Agency office.



7 CIVIL
WORKS

In the case of civil infrastructure construction or reconstruction projects (schools, buildings, roads, pipelines, bridges, etc.), the implementing partner must always put up:

- information boards suited to the size of the relevant infrastructure and clearly visible to the people working on the site,
- notices in positions where they are visible to the public.

In both cases, the logo of AICS must be affixed, in accordance with the instructions in Section 5



8

MERCHANDISING
E GADGET



Branded materials and gadgets may reflect the visual identity of the implementing organisation, but they must always display the logo of AICS, in a clearly legible way and with the same importance. In the case of specific products, other than those normally used at events (e.g. apparel, notebooks, pendrives, badge holders, folders, fabric bags, etc.), it is preferable to always consult the competent office.



9

PRESS RELATIONS OF IMPLEMENTING ORGANISATIONS

In the case of public events, any press releases/leaflets prepared by the implementing organisations should be forwarded for information purposes to the competent Office responsible for the initiative, in good time to allow the latter to coordinate with Office I. The competent office must be informed in advance. If the event is videotaped/recorded and broadcast on television channels or streamed.

In any kind of communication, it must always be explicitly stated that the project is financed by the Italian Development Cooperation Agency.

If any representatives or employees of the implementing organisations are interviewed by or take part in radio or television programmes or public events, in relation to any projects financed or co-financed by AICS, they shall make explicit reference to the funding provided by the Italian Agency for Development Cooperation.

Likewise, any involvement of the Italian press in the partner country by the implementing organisations must take place in coordination with the relevant Field Offices and the press office of the Rome Headquarters.

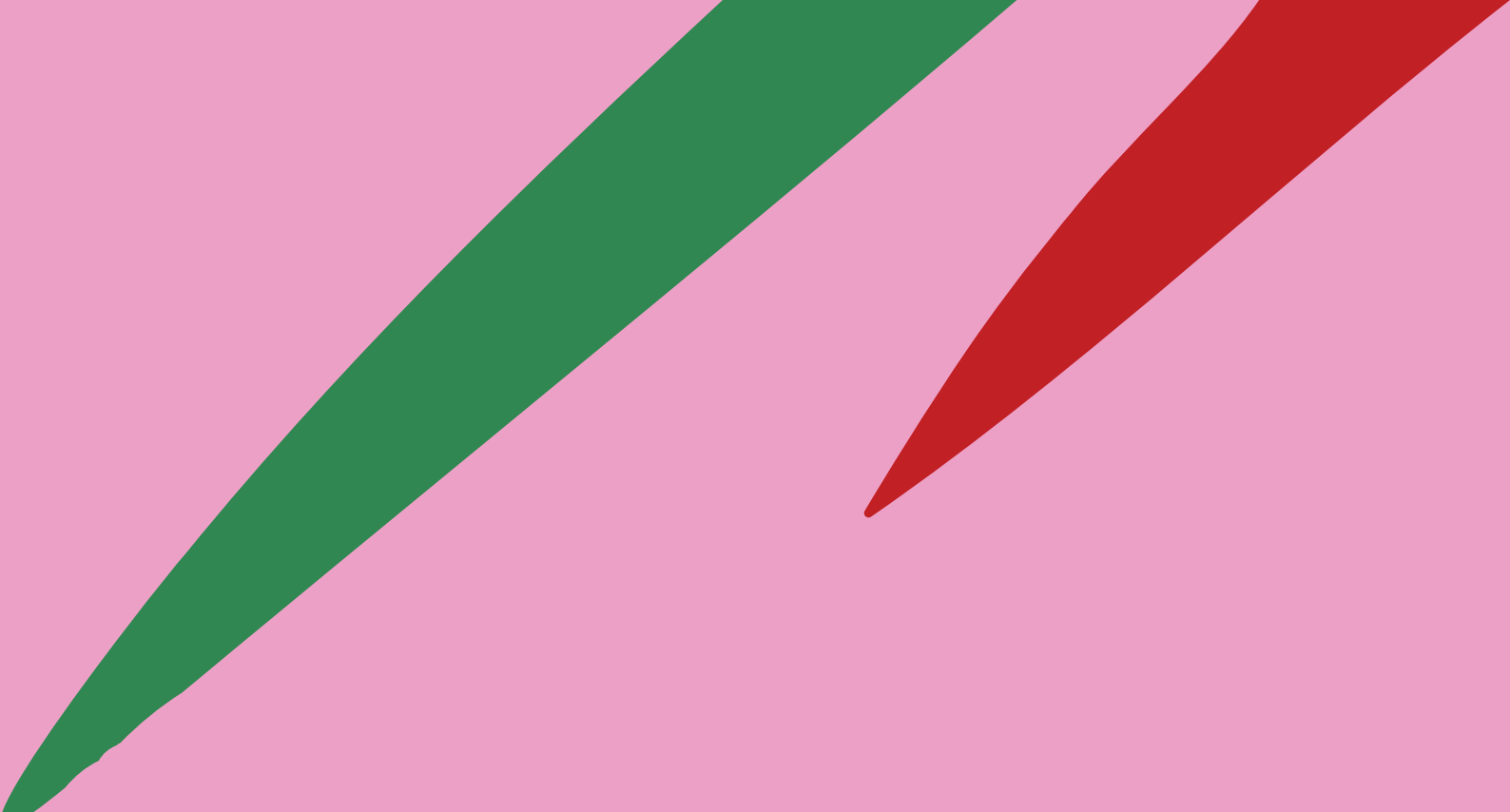


10

SOCIAL
MEDIA

Social media are indispensable and impactful tools in the short term. When using your social media channels, it is necessary to:

- tag AICS, Italian Agency for Development Cooperation
- when referring to the project, share, repost, like all the content posted by the Rome Headquarters, the Field Offices abroad, as well as the Minister, Deputy Minister or the MAECI



11

PENALTIES

The Italian Agency for Development Cooperation reserves the right to apply penalties or not to recognise expenses incurred, with respect to projects financed or co-financed by AICS, for activities and communication materials in which the logo of AICS is not clearly visible and with equal importance.

Furthermore, Italian funds allocated for communication activities and materials cannot be used in any way by the implementing organisations for self-promotional or fundraising purposes, and that such expenses will therefore not be considered eligible



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