ANNEX D

COMMUNICATIONS AND PUBLICATIONS GUIDELINES

The END Fund values your partnership, and expects both parties to profile the project/program in their relevant communications and publications for the duration of the project/program, including newsletters, handouts, presentations, and web content.

The END Fund has a strong brand identity, and should be credited as a funder of the project/program. We do not expect our partners to put the END Fund logo on all program/project related materials (such as vehicles, equipment, etc.). However, we provide the following style guide and approved logos, fonts, and colors for use on communications materials, where appropriate, and whenever our partnership is being articulated. We would appreciate copies or samples of these materials within a week of creation, preferably in electronic form for record keeping.

As part of our working relationship together, the END Fund expects from our Implementing Partner to provide stories and photos representing the project/program on a regular basis. The frequency of this depends on the length of the project/program and schedule of activities, however photos and stories should be shared *at least twice within any calendar year*. Recommendations and requirements for photos should be high resolution (1600 x 1200 pixels) using a camera with a minimum of 12 megapixels. Mobile phones are not to be used for taking photos of the project/program in fulfillment of our partnership. All photos submitted to the END Fund must be include photo credits and descriptions/captions. The END Fund retains the rights to circulate such photos in advancement of the project/program and the END Fund's story in organizational materials. Stories should demonstrate the impact of the program and provide concrete examples of implementation.

While not required, we encourage Implementing Partners to engage with relevant audiences and constituents through social media channels, email, video, and blogs. These channels will enable both the END Fund and Implementing Partners to strengthen the partnership and raise awareness of our common cause and efforts through cross referencing/posting. When possible, links back to the other partner's sites/channels should be provided. The End Fund will follow the same protocol and requests the Implementing Partner provide all social media channels, blog outlets and other information to the *END Fund within the first month of the signing of this partnership document.*

We appreciate the time that these activities take, and encourage you to contact your program

officer with any questions or suggestions. You may also contact Sarah Marchal Murray, Senior Vice President, Development and Communications at smmurray@end.org or James Porter, Associate Director, Development and Communications at jporter@end.org. If your organization has a dedicated communications staff member, please send their contact information to Sarah or James.

Below is a list of potential engagement opportunities to assist both the END Fund and the Implementing Partner in elevating the program/project, communicating effectively with the END Fund the progress of the project/program, and bring awareness to the efforts.

Please also see the attached END Fund style guide materials for the above-mentioned logos, fonts, and colors.

Engagement Opportunities

The END Fund Twitter: http://twitter.com/theENDFund
The END Fund Facebook: https://www.facebook.com/endfund
The END Fund website: http://www.end.org *(on the END website we recommend you subscribe to our newsletter for important and relevant updates about the organization)*

- Presentations
  - Include the END Fund logo on title slides, and credit the END Fund as funders both in written hand out and verbally. If no slides are being used, mention the END Fund verbally.
  - If presentations are recorded the END Fund would welcome receiving links for sharing and promoting on behalf of the partnership, and will do so on a case-by-case basis.

- Project/Programmatic Handouts
  - Include the END Fund logo where appropriate.

- Newsletter/e-Newsletter
  - When mentioning the project/program, note that it is funded by the END Fund, and include the END Fund logo where appropriate.
  - Link back to www.end.org when mentioning the END Fund.
  - Please inform your program officer or the communication's team representatives above of your newsletter so that we can subscribe and support your efforts.

- Blog
  - Note that the program is funded by the END Fund and link back to www.end.org.

- o The END Fund would welcome the opportunity to collaborate on blog developments for third party sources as we have found they are the most widely viewed and read pieces. Please contact the communication's team members above.

- Facebook
  - o Link stories back to the END Fund Facebook page, and mention the END Fund as a funder when discussing the Program.
  - o Sample Facebook post: *Photos from our latest xx disease control activities in xx country. Through support from The END Fund [link back to the END Fund Facebook page] we are able to treat xx people for xx disease.*

- Twitter
  - o Mention @theENDFund in tweets about the project/program
  - o Sample Tweet: *In partnership with @TheENDFund we are working today in xx region to deliver xx NTD treatments [link to story]*
  - o The END Fund will retweet the Implementing Partners, and looks forward to the Implementing Partner reciprocating.

- Press Releases
    - o Provide drafts of press releases to the END Fund for collaboration and joint distribution.
    - o The END Fund requests at least one full working day（EST）to read and review press releases referencing the project/program and the END Fund prior to circulation.

- Web content
    - o Include the END Fund logo where appropriate
    - o Link back to www.end.org

Brand Guidelines

Contents

Introduction

The END Fund is a collaboration between some of the most progressive philanthropists around the globe, coming together to form the world's first private philanthropic initiative aimed at tackling neglected tropical diseases. Our vision is to ensure that people at risk of neglected diseases have the opportunity to live healthy and prosperous lives.

We have developed these guidelines to help you use The END Fund brand when creating and producing materials for your own communications, initiatives and events.

Our Identity

Our Logotype

The END Fund logotype is the most important element of our visual identity. It is the visual embodiment of the brand that people will instantly come to recognize and associate with our organization.

The following pages outline a few simple rules about our logotype. Please take your time to understand how it is applied so that it will always appear in a clear and consistent way.

The logotype has been specially created for us, so please don't alter it in any way. It must always be reproduced from master artwork. Different artworks have been created for different applications.

The END Fund logotype

Alternate versions
It is often desirable to use the logotype with our tagline. A
variation of the logotype has been designed which includes
the tagline.

The END Fund logotype with tagline

THE (END) FUND | ENDING NEGLECTED DISEASES

Acceptable variations
The following examples show how to treat the logotype
when it needs to be placed over a dark background or
printed in a limited color palette.

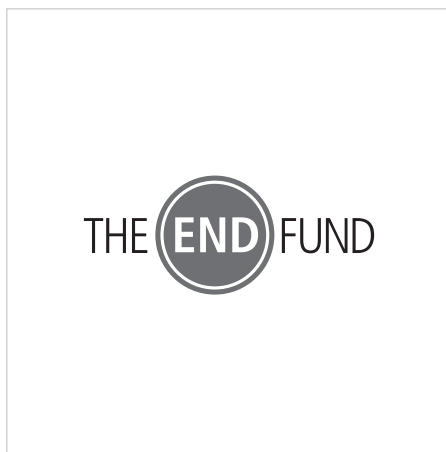Color reversed on black

White reversed on black
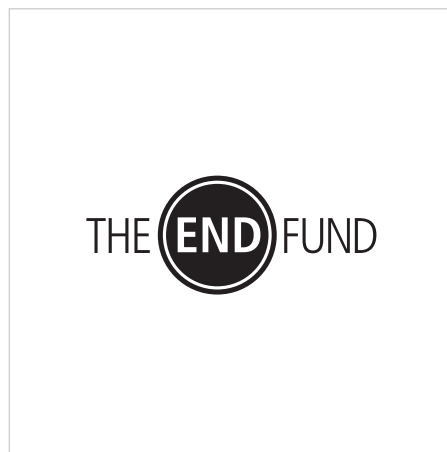

White reversed on image

Single color – red

Single color – grayscale

Single color – black

Exclusion zone
We've defined an exclusion zone that stops other graphic
elements interfering with the logotype.

The END Fund logotype exclusion zone

Minimum size
The logotype should never be too small to read. We've set a
minimum width of 20mm.

When used with the tagline the minimum width of the
logotype should be no less than 36mm.

The END Fund logotype minimum widths
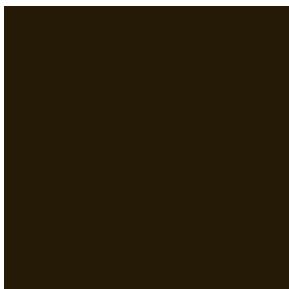

20mm

36mm

Color

Our Palette

The END Fund red is one of our greatest distinguishing features. It is an essential part of our brand identity.

Combined with white, black and dark grey a distinct style is created which is both simple to use and powerful through its simplicity.

Swatch	Pantone	CMYK	RGB	Web	RAL Classic
	Pantone 1797 C	C 0 M 100 Y 100 K 0	R 203 G 51 B 59	#CB333B	3020
	Pantone Black C	C 0 M 0 Y 0 K 100	R 0 G 0 B 0	#000000	9005

Type and Typography

Our Typeface

Typography is a powerful tool in the development of a creative identity. Using a typeface consistently makes it recognizable. It pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand; clean, modern and authoritative.

The END Fund uses Frutiger LT in all print applications; titles, headlines and body text.

Frutiger L
108pt

Frutiger LT
96pt

Frutiger LT 65 B
72pt

Frutiger LT 65 Bold
60pt

Frutiger LT 65 Bold
48pt

Frutiger LT 65 Bold
36pt

Frutiger LT 65 Bold
24pt

Frutiger LT 65 Bold
18pt

Frutiger LT 65 Bold
14pt

Frutiger LT 65 Bold
12pt

Frutiger LT 65 Bold
9pt

Type Specimens

Frutiger LT 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=+!@#$%^&*(){}[]<>?:"'

Frutiger LT 46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=+!@#$%^&(){}[]<>?:"'*

Frutiger LT 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=+!@#$%^&*(){}[]<>?:"'

Frutiger LT 56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=+!@#$%^&(){}[]<>?:"'*

Frutiger LT 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=+!@#$%^&*(){}[]<>?:"'

Frutiger LT 66 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=+!@#$%^&*(){}[]<>?:"'

Frutiger LT 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=+!@#$%^&*(){}[]<>?:"'

Frutiger LT 76 Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=+!@#$%^&*(){}[]<>?:"'