Communications Guidelines
Purpose of guidelines

These Communications Guidelines are for AmplifyChange grantees – groups that are currently receiving funding from AmplifyChange.

This document gives guidance on how to use AmplifyChange branding, advice on taking photographs and videos, profiling your project, writing tips and permissions to remember when documenting your project.

If you would like to brand your project and materials for your project with the AmplifyChange logo or name, then please adhere to these guidelines.
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Chapter 1: Branding

Symbol, logo, colour, fonts and permissions
AmplifyChange name

The name ‘AmplifyChange’ is a statement of intent to explain our core vision.

A simple rule to follow
AmplifyChange must always appear as one written word. It should not be abbreviated, objectified or separated to two words.

Common mistakes:

- Objectification: ‘The AmplifyChange Fund’
- Hyphenation: Amplify-Change
- Capitalisation: AMPLIFYCHANGE
- Acronyms, e.g. ‘ACF’ or ‘AC’
- Abbreviation, e.g. ‘Amplify’
AmplifyChange symbol

The AmplifyChange symbol is designed to be used on its own, where possible and appropriate.

You would use the symbol when the name AmplifyChange is already visible or where there is not enough space for the full logo (next page) to be used.
The full AmplifyChange logo includes the symbol and the name AmplifyChange.

You should use the logo when the name AmplifyChange is not immediately obvious and when no other reference to AmplifyChange is made.

This could be in a title, a banner, poster etc.
Symbol and logo spacing

Symbol spacing
When using the AmplifyChange symbol, the spacing around it should be equal to a quarter of the symbol’s height and width. This means spacing should change depending upon the height of the symbol. This rule helps to keep the symbol clear and effective.

Logo spacing
The spacing around the AmplifyChange logo should be about the same as the height of the A in the word ‘Amplify’ in AmplifyChange. This means spacing will change depending upon the size of the logo.
Symbol in print and online

The size of the symbol will change depending upon its setting but it must always be clear and identifiable.

The aspect ratio, which is the ratio of the width to the height of the image, is 1:2 for the symbol. This means the width of the symbol must always be half of the height.

### Print size
The symbol must never be smaller than 20mm in height to avoid becoming unrecognisable. It should also not be unnecessarily over-sized.

### Digital size
In a digital format the symbol must not appear smaller than 50 pixels in height to avoid becoming unrecognisable. It should also not be unnecessarily over-sized.
Logo in print and online

The size of the logo will change depending upon its setting but it must at all times remain clear and identifiable.

The aspect ratio, which is the ratio of the width to the height of the image, is 2:1 for the logo. This means the width of the symbol must always be twice that of the height.

**Print size**
The logo must never be smaller than 30mm in width to avoid becoming unrecognisable. It should also not be unnecessarily over-sized.

**Web size**
In a web/digital format the logo must not appear smaller than 150px in width to avoid becoming unrecognisable. It should also not be unnecessarily over-sized.
Positioning of symbol and logo

The AmplifyChange symbol includes white space on the left hand side. This space is not to be seen as the edge of the symbol.

The centre of the image is the flat edge of the three semicircles. This means the image might look off-centre but this is intentional.

When using either the symbol or logo it should be centred wherever possible and not constrained by other elements around it.
Colour of symbol and logo

It is important that the correct symbol or logo colour is used alongside the appropriate background colour. The AmplifyChange gold is the preferred format, but this may not always be possible, for example if the background it is on is yellow or gold too.

A gold AmplifyChange symbol or logo should be used only on a plain black or white background, or on appropriate images. Gold is the preferred format.

A black AmplifyChange symbol or logo should be used only when on a primary colour background, i.e. red, yellow or blue, or a light-coloured image where the gold symbol will not stand out.

A white AmplifyChange symbol or logo should be used only if black or gold would be unreadable (e.g. a black background or very dark image) but this should be a last resort.
Misuse of symbol and logo

The symbol and logo must always look consistent.

They should never be changed or distorted and should only be reproduced using a file supplied by AmplifyChange.

To illustrate this point some of the more likely mistakes are shown here.

- Do not change the colours of the logo
- Do not amend the logo by changing text
- Do not distort or re-shape the logo
Correct application of symbol and logo

Below is an example of the AmplifyChange symbol in use, in line with the instructions in the AmplifyChange brand guidelines.

The gold symbol acts as a contrasting feature to this image.

A black symbol would be invisible against the background, and a white symbol would not stand out in contrast with the monochrome image.

If there is a white background, a black logo or symbol might have more impact than the gold.
Incorrect application of symbol and logo

The symbol or logo must only be placed on an image where a clear, plain background is available.

The image in this example is busy and full of colour, meaning the symbol itself gets lost and does not stand out.

If the symbol is too close to the subject of the photo it also breaks previous guidelines about spacing.

The symbol and logo must be given enough space, appear on a plain or clear background colour, and must never overlap with a subject or object.
Exceptions to the rules

When an image requires the logo or symbol to be present, but there is no plain or clear background to place it on, a header or footer may be used when an alternative image may not be available.

Here is an example of a colourful image which would be unsuitable for the logo or symbol to be placed directly onto, as there is not enough plain space for the logo or symbol to stand out.

In these cases, the logo may be placed upon a header or footer of a suitable colour – black, white or dark grey. This is to ensure neither the image nor the logo detract from each one.

The header or footer must not overlap with or distort the original image and the symbol colour must follow guidance in previous pages.
AmplifyChange colours

Gold is the central AmplifyChange colour.

We use four complementary colours too.

The green, red and blue should be used as highlight colours, rather than primary colours. No other colour tones should be used to represent AmplifyChange.
AmplifyChange fonts

We do not routinely share the official AmplifyChange fonts with grantees, but we do have advice for fonts to use in your materials that will complement AmplifyChange branding.

We suggest using ‘sans serif’ fonts. Sans serif fonts do not use serifs, which are small lines at the ends of characters. Here are some standard sans serif fonts that work well with AmplifyChange branding.

<table>
<thead>
<tr>
<th>Calibri Light</th>
<th>Gadugi</th>
</tr>
</thead>
<tbody>
<tr>
<td>AaABCDENFGHIJKLMNOPQRSTUVWXYZ</td>
<td>AaABCDENFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>Corbel</td>
<td>Segoel UI</td>
</tr>
<tr>
<td>AaABCDENFGHIJKLMNOPQRSTUVWXYZ</td>
<td>AaABCDENFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>Abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>
Branding rules and permissions

AmplifyChange gives permission to grantees to use its branding on any materials, providing they are connected to the project that AmplifyChange is funding.

These materials can include, for example: banners; organisational signage; leaflets; vehicles; clothing and information, education and communication (IEC) materials.

Grantees must use images supplied by AmplifyChange, not taken from emails or the internet. Please click here to find the official images to download.

AmplifyChange does not need to approve the use of its branding, providing all guidance in this document is adhered to.
AmplifyChange stipulates that all materials where AmplifyChange branding is featured are not damaging to the reputation of the AmplifyChange.

All materials where AmplifyChange branding is used must be in keeping with AmplifyChange priorities.

For example, we do not condone use of our branding on material that is not in support of our priorities to end unsafe abortion, end gender-base violence, end stigma and discrimination, support the sexual health of young people and increase access for marginalised and vulnerable groups.

For more information on AmplifyChange priorities, visit: [www.amplifychange.org/5-themes](http://www.amplifychange.org/5-themes)
Chapter 2: Documentation

Photography and videography
Photographing your project

You do not need to hire a professional photographer to get good photos of your project, staff or beneficiaries!

Smartphones and basic cameras will produce excellent photography.

We have put together a few tips that we hope will help you to produce beautiful, strong imagery of your project.

Photo: Projet Jeune Leader, Madagascar
Imagery to aim for

- Capture natural, un-posed images
- Convey hope and happiness
- Inspire with clear messages
- Tell a story
- Capture action
Photography tips: Lighting

Try to keep light (whether it is the sun, a lamp or light from a window) behind the person taking the photo or video, not behind the subject.

This is to prevent glare from the light source, which can make the person/people in the photo or video appear in shadow. Be wary of having light to the side of the subject too, as that can make a photo or video over-exposed.
Photography tips: Content

Photos of people in action are effective as they tell a story. This does not mean that photos must capture lots of movement, but think about taking photos of your project in progress, to convey the work of your organisation. See some examples of ‘action’ photos below.

Dandelion Africa, Kenya

Compassion CBO Anti-FGM Hotlines, Kenya

Sujag Sansar Organization, Pakistan
Photography tips: Format

Photos taken in landscape format are best for the AmplifyChange website and templates – please see the News feed template photo as an example below.

We can still use portrait photography, but it is possible we will need to crop down the photo to be able to use it on amplifychange.org.

Advancing Sexual Reproductive Health and Rights for Kisumu County LGBTI youths and young sex workers

Meet Opportunity grantees, Men Against AIDS Youth Group (MAAYGO), a small youth-led organisation working in Kisumu County, Kenya.

Read the full story
Videoing your project

Videos are an excellent way to document your project and bring it to life.

Whether you are filming beneficiaries talking about their experiences, your organisational staff describing your project, or just general project activities.

As with photography, you do not need to employ a professional to film a good video – smartphones have excellent video quality and let you take videos wherever you are!
Video tips: Format

Please apply the photography tips provided earlier in this chapter to taking a video on your smartphone.

Format: As with photographs, videos are best taken in landscape format. This is so that the video will fit most online templates and will use the space effectively, as shown below.

This video is filmed in landscape format, which fills the screen and makes the most of the available space.

This video is filmed in portrait format so the space either side of the video will stay blank and not be used.
Video tips: Subject and background

If your video involves an interview with a subject, there are some things to consider. Interviewees who are standing up will always speak in a more engaging way and with more energy than people sitting down, and they should be filmed a bit off-centre within the frame of the video.

Think about what is going on in the background of your video – if you can show context and interest in the background, it will make a more interesting video than one filmed in front of a plain wall or in an office.
Video tips: Distances

If you are filming on a smartphone, to make sure that the image and sound of the person being filmed is clear:

The person should be no more than 2 metres away from the phone if filming inside.

The person should be no more than 1.5 metres away from the phone if filming outside.
Video tips: Soundtracks and transcripts

**Soundtracks:** Please do not add a musical soundtrack of music or other sounds to your video whilst a person is speaking.

It can be difficult to listen to both the spoken words and the music at the same time, and it is also not possible to separate the two sound files if we need to do any editing.

**Transcripts:** If you film a video with any person speaking, unless you have already included subtitles, please send us a transcript of the spoken words within the video.

We try to include subtitles in our videos from grantees, to make the content as accessible as possible. If you send us a transcript, we also know that you are happy with the content.
Photos and videos: Rules and permissions

Taking photos or videos of children: If you send photos or videos of children to AmplifyChange, it is your responsibility to ensure that the correct permissions (from a parent or guardian) have been obtained before these photos or videos are shared with AmplifyChange.

Please note: AmplifyChange does not accept any responsibility for the use of photos or videos that do not have approval from the children's parents or guardians.
Photos and videos: Rules and permissions

If a grantee sends photos and videos to AmplifyChange they are agreeing for the shared materials to be used on amplifychange.org and potentially featured on AmplifyChange's social media channels.

Please note this does not apply to photographs or videos you have submitted to AmplifyChange as part of your original application.

If you are happy for these application materials to be used by AmplifyChange, you must email your AmplifyChange contact person to let them know or email amplifychange@manniondaniels.com with your grant reference number and explain you are happy for your application photos or videos to be used in AmplifyChange communications.

Please read Chapter 4: Publicity to find out more about how AmplifyChange will use your photos and videos.
Chapter 3: Writing tips

How to write engaging content
How to write engaging content

When writing content, whether for online or printed materials, there are some principles to remember.

Readers today, particularly when reading online, will skim over content until something grabs their attention, so make sure that the title you use for your content is eye-catching, contains key words and gives a good amount of detail about the content to follow, to entice the reader to continue.

**Please note:** This following example is for illustration purposes only. It is not based on a real story, research or fact.

**Example:** ‘Grass-roots advocacy leads to child-marriage law change in Pakistan’

is a more exciting, yet still informative title, than:

‘New law is passed in Pakistan to protect girls from child marriage after extensive advocacy efforts by small and medium sized civil society organisations’
Writing tips: Be succinct

These principles of keeping wording short, snappy and engaging should be applied the whole way through the content you write.

Put your most important information at the top of the content, within the title and the first couple of sentences.

This will grab the attention of the reader and encourage them to read more.

It is the opposite principle to writing a long paper or an essay, where you would introduce your ideas and then finish on a conclusion – instead you need to make sure that if your audience reads just the start of your article, they would still have received the main message.
Writing tips: Language

Think ‘big picture’ and use simple language.

Where possible, forget the jargon – you want to communicate the message of your work to a wide audience, so do not alienate them with technical terminology. Sometimes, technical language is unavoidable but please remember – if you ever use an acronym, write the full version first, followed by the acronym in brackets, and then it is fine to use the acronym going forward. The exception to the rule is in titles, where you might not have space and it does not make sense to use the full name.

Please note: This following example is for illustration purposes only. It is not based on a real story, research or fact.

Example title: Media intervention leads to FGM rate decrease in Sierra Leone

Example intro: A new study suggests that the number of girls under the age of 15 who are being subjected to female genital mutilation (FGM) has fallen recently, due to a focus against the practice within the mainstream media in the country.
Writing tips: The basics

• **Be concise** – most readers now scan written content

• **Write short paragraphs** – maximum 4 sentences

• **Write short sentences** – 12 words on average

• **Skip unnecessary words**

• **Avoid jargon**

• **Avoid passive tense** – use action words and present tense

• **Address readers directly** – use the word ‘you’

• **Check and edit again** – once you have finished your content, read through it and try to shorten it further!
When sharing news from your project, there are some aspects that help to make a news piece or a blog particularly relatable and interesting for the reader.

When writing an update you want to share with us for possible publication, think about including some of the following checklist in the content. Even ticking just 3 out of the 10 following boxes will help increase your chances of publication.

- Photos from your project and beneficiaries (remember permissions)
- Quotes from project beneficiaries
- A video from your project
- Relevant facts and statistics
- The goal of your project
- What you have learned during your project
- What works and what does not work
- Plans for the future of your project
- What you would advise others working on similar issues
- Ensure your news or blog has a clear message
Chapter 4: Publicity

Profiling your work with AmplifyChange
Grantee profiling on amplifychange.org

Where possible and appropriate, we like to profile the work of our grantees on amplifychange.org and use grantee materials in our communications.

We have an online grantee profiling system on our website, which provides basic information about a funded project once the signed grant contract has been uploaded to our online application and grant-management system, called ‘SMILE’.

When an application has reached this status, a project will automatically have a 'profile card' and 'profile page' on amplifychange.org.
Profile cards on amplifychange.org

At [www.amplifychange.org/grantees](http://www.amplifychange.org/grantees) you will find profile cards for every project where the grant contract has been signed and uploaded to our SMILE system. These profile cards be searched for by grant type, location and AmplifyChange priority.

The profile card contains basic information about a project:

- grant type
- project title
- primary country of implementation
- priority or priorities
- photo (if provided by grantee)

Right: example profile cards on amplifychange.org
Grantees and anonymity

If you select the option in your original application to remain anonymous for safety reasons, when your contract is uploaded to our system your profile card for your project will not show your project’s name or give the option to ‘read more’. This anonymity option is for smaller grantees working on difficult issues in their local context.

An anonymous profile card will show:
• ‘This grantee prefers to remain anonymous’
• The grant type
• The primary country of implementation
• The priority or priorities you are working on
• No photograph from the grantee

With these anonymous cards we can represent our full portfolio whilst ensuring grantee anonymity and safety.

Right: example anonymous profile card on amplifychange.org

AmplifyChange Communications Guidelines: Writing tips
Changes to grantee anonymity preference

If you did select the option to remain anonymous in your original application but have decided you **do want your project to be profiled** in our grantee profiling system, please email your AmplifyChange contact person to let them know this change or email amplifychange@manniondaniels.com and title your email ‘Anonymity: I want to be profiled online’.

If you did not select this option to remain anonymous but you **do not want your project to be profiled** in our system, please email your AmplifyChange point person to let them know or email amplifychange@manniondaniels.com and title your email ‘Anonymity: I do not want to be profiled online’.

**Please include your grant reference number in your email.**

We will gather these requests for anonymity changes and update our system.

**Please note:** These changes may take a while to come into effect.
Profile pages on amplifychange.org

If you have not requested to remain anonymous in your original application, your profile card will have a 'Read More' button.

This button clicks through to your grantee profile page.

Your profile page will contain more information about your project:

- grant type
- project title
- primary country of implementation
- priority or priorities
- lead organisation name
- consortium name (if applicable)
- photo (if provided by grantee)
As shown here, profile pages can also contain:

- Profile image
- 'About' section

These extra sections are not automatically populated by the application system – we need you to supply us with these details.
Profile pages: Project photos

Photos:
Even before your application reaches 'contract uploaded' status, please think about the photos you might already have of your project in action, your beneficiaries or even a team photo.

The profile cards and profile pages with photos receive more views than those without them, so if you send us a photo your project will receive more publicity.

Please note: Our system can show only two photos per project, so remember this when you are choosing photos to send to us. We are happy to receive more than two per organisation and choose our favourites, but we will not be able to use more than two in your online grantee profile.

Above: example profile cards on amplifychange.org
Profile pages: About section

About section / project description:

Please think about writing a short description of your project (no more than 100 words) that we can use in the 'About' section of your grantee profile page.

Quotes from beneficiaries and facts about your project context will give a project description more interest, but we appreciate this is not always possible.

Please note: Where possible we will stay as close as possible to the original summary you have written but we reserve the right to edit the summary you send us.

AmplifyChange Communications Guidelines: Writing tips
Profile pages: How to share materials

How can I send my project photos and description to AmplifyChange?

Once your contract is signed and with our team, please send us an email with your photo/s and project description to amplifychange@manniondaniels.com and title your email ‘Photos and project description for my grantee profile’.

Please also provide your grant reference number. Once we receive this information from you we will upload these to our grantee profiling system.

If you use social media channels, please let us know your Twitter, Facebook, Instagram and YouTube details so we can connect online with you or your organisation.

Please note: If you send these materials to us you are agreeing to be profiled on our website and potentially featured on our social media channels.
Sharing news with AmplifyChange

How can I share a blog, video or news piece with AmplifyChange?

We welcome and encourage you to send us news from your project. Please see our section on interacting with AmplifyChange on social media (page 52) and advice in Chapter 3 (Writing tips) to give you ideas on the sort of material we would like to see.

If you send us a blog, photos or video, we will always try to use it on our website and social media, so it is a great way to spread the message of your project and reach key stakeholders.

We often receive newsletters from our grantees – we always like to read these but please note that we are more likely to publish content that has been written in line with our writing checklist on page 40.
Sharing project news on social media

Once your contract is signed and with our team, we love to hear about your project through social media channels, so we can communicate your project to a new audience. Please follow:

@amplifyfund on Twitter

AmplifyChange on Facebook

WeAmplifyChange on YouTube

@amplifychange on Instagram

If you post photos, videos or information from your AmplifyChange-funded project on social media, please notify us by tagging us in your posts, so we can support, Retweet, Share, and Like!
amplifychange.org