

Guidelines on providing information about Polish development cooperation projects and their labelling

All entities which have received funds for implementing projects and other ventures in the area of development assistance, humanitarian aid, global education or volunteering are obliged to:

- **Use the Polish aid logo**
- **Provide information about the source of financing**
- **Provide information about project activities**

Compliance with these Guidelines is taken into account in competition procedures while reviewing a tenderer's cooperation with the MFA.

1. The Polish aid logo

- 1.1. The Polish aid logo is legally owned by the Polish Ministry of Foreign Affairs. The right to use it is granted to contractors that carry out projects co-financed with Polish development cooperation funds and other entities authorised by the MFA. This right is valid for the duration of a project.
- 1.2. All entities which have received funds for implementing projects and other ventures in the area of development assistance, humanitarian aid, global education or volunteering are obliged to use the Polish aid logo.
- 1.3. All promotional materials developed as part of projects are also to be labelled, as well as:
 - 1) a project contractor's website, a project website or page, as well as similar pages on social media;
 - 2) publications and other texts, printed or saved on other media;
 - 3) information materials and notices for the media;
 - 4) posters and other large format promotional prints;
 - 5) leaflets, brochures, calendars;
 - 6) multimedia presentation slides;
 - 7) banners used at conferences and courses;
 - 8) purchased hardware and equipment, e.g. ambulances, appliances, solar panels, computers;
 - 9) infrastructure features, e.g. buildings.
- 1.4. The Polish aid logo should be displayed throughout all project activities (among others, training, conferences, exhibitions, film screenings).
- 1.5. The Polish aid logo should be used in line with the following rules:
 - 1) labels must be permanent;
 - 2) the logo must be clear and visible;
 - 3) the logo size must correspond with other graphic design features: if the logo is displayed next to other graphic signs it must not be smaller;
 - 4) the original proportions of the logo should be retained;
 - 5) logo colours, fonts and background must comply with the guidelines set out in the Logo Book available at www.polskapomoc.gov.pl/logo.
- 1.6. Files with Polish aid logo (in relevant formats and language versions) are available online at: www.polskapomoc.gov.pl/logo

- 1.7. The Polish aid logo should be used with the logotype (the “Polish aid” caption) in a relevant language version.
- 1.8. Materials bearing the Polish aid logo must also feature the www.polskapomoc.gov.pl or www.polishaid.gov.pl websites (for non-Polish language versions).
- 1.9. We encourage embedding the Polish aid logo in webpages as a banner with a link to www.polskapomoc.gov.pl.

In case of doubt as to the correct use of the Polish aid logo please contact the MFA’s Department of Development Cooperation (referred to later as the MFA DDC.)

2. Information about the source of financing

- 2.1. All entities which have received funds for implementing projects and other ventures in the area of development assistance, humanitarian aid, global education or volunteering are obliged to provide information about the source of project financing.
- 2.2. The financing information should be worded in the following manner:

Polish version:

Projekt współfinansowany w ramach polskiej współpracy rozwojowej Ministerstwa Spraw Zagranicznych RP.

English version:

Project co-financed within the framework of the Polish development cooperation of the Ministry of Foreign Affairs of the Republic of Poland.

It must be featured on all information and promotional materials about projects carried out using Polish development cooperation funds, in line with Section 1.3 of these Guidelines.

- 2.3. When projects are promoted on radio, television or in interviews, the information about the source of financing must be provided orally.
- 2.4. The information about the source of financing should be in a relevant language version depending on the country of implementation or language of publication (language versions other than Polish and English should be sent to the MFA DDC for approval).
- 2.5. In publications and other printed or electronic texts, the information about the source of financing should be supplemented with a note:

Polish version:

Publikacja wyraża wyłącznie poglądy autora i nie może być utożsamiana z oficjalnym stanowiskiem Ministerstwa Spraw Zagranicznych RP.

English version:

The publication expresses exclusively the views of the author and cannot be identified with the official stance of the Ministry of Foreign Affairs of the Republic of Poland.

The text should be in a relevant language version depending on the language of publication (language versions other than Polish and English should be sent to the MFA DDC for approval).

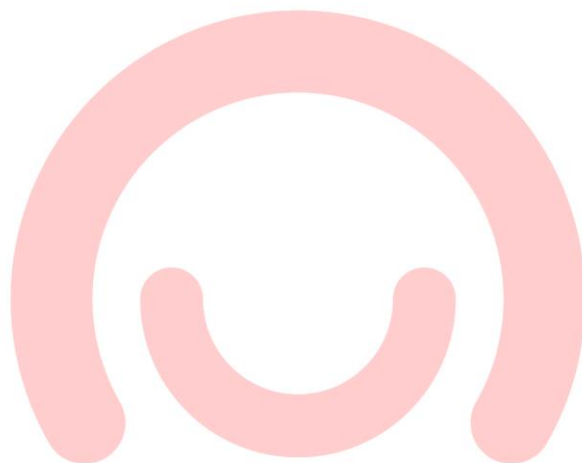
3. Information requirements (providing information about project activities)

All entities which have received funds for implementing projects and other ventures in the area of development assistance, humanitarian aid, global education or volunteering have to meet the following information requirements set by the MFA:

- 3.1. Provide an MFA DDC project tutor with brief information material about main project activities, with a title, lead (introductory paragraph), body (who? what? where? when? for whom?), and photo illustration (5-8 good quality photos).

The material may be reused in MFA publications and online (e.g. at www.polskapomoc.gov.pl). The photos should be described, with their author's name and consent to their reuse in MFA publications and online media. The material should be sent in to the project tutor within five days of an activity.

- 3.2. Prepare and send to a DDC project tutor, at least once in a quarter, a review of local media coverage about the implemented project that will include press articles, internet information, radio and television broadcasts, together with their short description, quoting source, and providing a web link, if any, to the material in question;
- 3.3. Prepare and send to a DDC project tutor two project descriptions based on a template available at www.polskapomoc.gov.pl/Repozytorium,projektow,1911.html, within 30 days of the project launch and within 30 days of its completion, for the purposes of a project repository available at www.polskapomoc.gov.pl.



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