



ESUPS

EMERGENCY SUPPLY PRE-POSITIONING STRATEGY

COMMUNICATIONS GUIDELINES



USAID
FROM THE AMERICAN PEOPLE



For a world without hunger



Save the Children



British Red Cross



UNHRD
Humanitarian Response Depot



100
1919-2019



International Organization for Migration (IOM)
The UN Migration Agency



PennState



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INTRODUCTION

This document provides guidance on how to communicate about ESUPS both internally (Steering Group members, Working Group, relevant stakeholders involved) and externally (social media and selected external audiences). It contains helpful information on design aspects, writing style and tone, social media presence, and editorial processes.

In addition, it includes a section on the visibility guidelines of donors.

The document is meant to evolve organically and to be updated over time.

LOGOS, FONTS AND COLOURS

LOGOS

ESUPS

2 versions : standard, horizontal

Font: AXIS Extra Bold

Standard version: used as social media icon (Facebook, LinkedIn).

Horizontal version: brochure (cover page), email signature, presentations, documents.

A pack with the two versions of the logo in different formats, together with a set of instructions, can be found in the [ESUPS documents](#) section of the website.

ESUPS Steering Group member organisations logos

- High-resolution files of the logos of all organisations represented in the Steering Group are stored [here](#)
- The image combining all SG organisations logos is stored [here](#)
- Single logo files and the image combining all logos are also available on [Canva](#) (a graphics design platform that allows users to create social media graphics, presentations, posters and other visual content)
- In case of changes, please verify which is the preferred logo version with each organisation

FONTS

Documents: Calibri

ESUPS Logo: AXIS Extra Bold

COLOURS

ESUPS primary colour – Green

R 73 G 163 B 67

Hex code: #49A343

Other colours**Black**

R 00 G 00 B 00

Hex code: #000000

Dark Grey

R 84 G 84 B 84

Hex code: #545454

Light Grey

R 217 G 217 B 217

Hex code: #d9d9d9

Dark Blue

R 84 G 94 B 117

Hex code: #545e75

Strong Red

R 192 G 50 B 33

Hex code: #c03221

White

R 247 G 247 B 255

Hex code: #f7f7ff

WRITING STYLE**SPELLING**

The UK English variation is used across all official communication channels (website, printed material, social media, presentations).

tone

Overall, a balanced tone should be adopted for ESUPS external communications, combining key technical terms with clear and accessible language. ESUPS strives to reach an audience of professionals in the field of humanitarian logistics as well as academics with relevant expertise in the same area. Therefore, ESUPS audience is familiar and comfortable with technical language; at the same time, as one of the goals of ESUPS is facilitating information sharing and improving coordination among stakeholders, clarity and accessibility are particularly important when communicating key information and project updates.

COMMONLY USED TERMS

Pre-positioning	Coordination
Humanitarian	Strategy
Core relief items	Loan-borrowing
Stock	Localisation
Branding postponement	Logistics

SOCIAL MEDIA

GENERAL INFORMATION

Facebook

<https://www.facebook.com/ESUPS>

@ESUPS

LinkedIn

<https://www.linkedin.com/company/esups>

SOCIAL MEDIA CONTENT APPROVAL PROCESS

1. Update Excel sheet (ESUPS Social Media calendar) outlining date, time (optional), copy and proposed media to include in each post, for each channel.
2. Share Excel sheet with SG members together with the minutes and updates sent after every teleconference or in-person meeting.
3. SG members have one week to send their feedback on the Social Media calendar; the rule no feedback = approval applies.
4. After taking the feedback into account and making the suggested changes (if any), posts can be scheduled using [Hootsuite](#) – a social media management platform.

TEMPLATES

The following templates will be available:

- for documents: Word template ([link](#))
- for presentations: PPT template ([link](#))

TOOLS

DESIGNING BROCHURE AND VISUAL ASSETS

<https://www.canva.com>

What is it used for? Create designs, store and download editable files of ESUPS designs.

SOCIAL MEDIA MANAGEMENT AND METRICS

<https://hootsuite.com/>

What is it used for? Schedule posts, monitor statistics.

DONORS VISIBILITY

USAID

ESUPS falls under the “assistance awards” category (which includes grants and cooperative agreements and allows for co-branding and co-marking).

General guidelines

Any public communication or printed publication should contain the following acknowledgement and disclaimer:

“This study/report/audio/visual/other information/media product (**specify**) is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents are the responsibility of WELTHUNGERHILFE and do not necessarily reflect the views of USAID or the United States Government.”

Guidelines on websites

“Websites produced under grants or cooperative agreements should display the USAID logo on the homepage in visually equal size and prominence to other partners. The logo does not need to appear in the top banner.”

Guidelines on social media

“Assistance projects’ social media channels do not need to reflect the look-and-feel of official USAID platforms and should not use the USAID logo as a profile picture. Use an approved project logo or a photo reflective of the project as the profile picture. Acknowledge USAID and other partners in the “Profile” or “About” section.”

USAID identity on program materials

“The USAID Identity must appear on program materials produced for programmatic purposes with equivalent or greater size and prominence than the identity or logo of the implementing partner, a recipient, another donor, or any third party. Program materials include the examples set forth in Section 700.16 of Title 2 of the CFR 700.” (reported below)

“Subject to § 700.15 (a), (h), and (j), technical assistance, studies, reports, papers, publications, audio-visual productions, public service announcements, Web sites/Internet activities and other promotional, informational, media, or communications products funded by USAID must be marked with the USAID Identity.”