GEF Family - Partnerships

• 2. In order to promote the GEF as a leading financial mechanism assisting in the protection of the global environmental and promoting environmental sustainable development, there is a strong need to improve how GEF Agencies and others in the network communicate and present GEF-funded activities to donors and other stakeholders.

• Approved Council Document GEF/C.40/08, April 26, 2011
Crediting the GEF – use of Logo

21. External activities such as full-size projects (FSPs), medium-size projects (MSPs), Enabling Activities, but also any kind of GEF-funded activities undertaken by GEF Agencies should be credited to the GEF in an appropriate manner.

22. At a minimum, and wherever possible, the GEF logo should be applied to all outreach materials. It can be downloaded from the GEF website in the following languages English, French, Spanish, French, Russian, Chinese, and Arabic in various resolutions and shapes (http://www.thegef.org/gef/GEF_logo). Where space allows, the full version with the tagline should be used (horizontal version, with “Investing in our Planet”).
Where is the logo?

GEF Logo

Please refer to the GEF Brand Guidelines & Graphic Standards for correct brand identity elements, color usage, typography, and more.

GEF logos may be used only with prior written authorization from a GEF officer. Requests can be submitted to Mr. Christian Hofer, chofer@thegef.org.

NB: Partner organizations that have already an established relation with the GEF, such as GEF Agencies, do not need prior authorization to use the GEF logo in their communication material. However, all partners must inform the GEF when they plan to use the logo and share a copy of their final product.

Download the entire logo package here, or select a logo style from the images below to download separate zip files.

GEF Signature

GEF Globe and Acronym
How to use the GEF logo in GEF programs together with other partner logos
Example of versions
# How not to use the GEF logo

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>0830 - 0900</td>
<td>Registration</td>
<td></td>
</tr>
<tr>
<td>0900 - 0930</td>
<td>Welcome</td>
<td>Opening remarks from WBG, CITES, and GEF</td>
</tr>
<tr>
<td>0930 - 1030</td>
<td>WBG’s efforts to combat illegal wildlife trade (IWT)</td>
<td>Moderator: Garo Battmanian, Global Lead for Forests, Landscapes and Biodiversity, WBG</td>
</tr>
</tbody>
</table>

**Opening and Welcome**
- Karin Kemper, Global Director, Environment, Natural Resources, and Blue Economy Global Practice, WBG
- Ben Janse van Rensburg, Chief, Enforcement Support, CITES
- Jaime Cavelier, Senior Biodiversity Specialist, GEFSEC

**Presenters:**
- Richard Damania, Chief Economist, Sustainable Development Practice Group, WBG
- Elisson Wright, Senior Natural Resources Management Specialist, WBG
- Marilyne Goncalves, Senior Financial Sector Specialist, WBG
- William Gain, Senior Private Sector Specialist, WBG

[www.thegef.org](http://www.thegef.org)
Vehicles, Supplies and Equipment
36. Any vehicles used in a GEF-funded activity should be clearly identified, and visibly carry the GEF logo and the phrase “Provided with the support of the GEF” in the operational language of the GEF program and in the local language.

Project Acknowledgements: In order to accord proper acknowledgement to GEF for providing funding, a GEF logo would appear on all relevant GEF project publications, including among others, project hardware and vehicles purchased with GEF funds. Any citation on publications regarding projects funded by GEF would also accord proper acknowledgment to GEF.
33. GEF partners should also produce a display panel with which to promote their GEF-funded activities at an exhibition or event, or at the entrance of a training center or office reception when specified in the communication strategy.
34. Permanent commemorative plaques are an effective way of acknowledging the involvement of the GEF in the construction or planning of permanent structures, such as houses, factories, institutions, training centers, etc.
What we expect from our partners

Follow the communications and visibility policy:
http://www.thegef.org/documents/communication-and-visibility

the brand guidelines and graphic standards:
For GEF programs

• Consult content of products with GEF technical counterparts
• Decide on joint introduction / foreword with GEF CEO contribution or signature
• Present a draft to GEFCOMM
• Agree on launch and promotion
Social media credits

@theGEF  #GEF7

Global Environment Facility

GEFSecretariat