



Communication and visibility guidelines

for projects receiving funding from the Specific International Programme on Capacity-building and Technical Assistance (SIP) of the Minamata Convention on Mercury

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Introduction

The guidelines set out to equip managers of projects receiving funding from the **Specific International Programme on Capacity Building and Technical Assistance (SIP)** with relevant information on how to raise the visibility of their project and on how to highlight the support provided by the SIP throughout the implementation of the project.

Raising the visibility of the SIP projects helps parties and donors' overall understanding and appreciation of the **value of the projects**, as well as **the impact the SIP makes** to support the implementation of Convention obligations by **investing in strengthening capacity building and technical knowledge** at the national level.

The guidelines provide:

- (a) Information on visibility and outreach opportunities;
- (b) Information on the authorized uses of the name and logo of the Minamata Convention to acknowledge the funding received from the SIP; and
- (c) Sample templates and materials for use by the project managers to create a branded identity across the SIP projects under the Minamata Convention.

* **What makes the SIP “specific”?** The SIP, as one part of the financial mechanism of the Minamata Convention, is designed to respond to specific implementation, capacity-building and technical assistance needs of eligible parties to implement their obligations under the Convention.

* Through the preparation of sample templates and materials for the use of project managers, the secretariat of the Minamata Convention hopes to equip all projects with **ideas and elements** to (i) create and utilize visibility and outreach opportunities, and to (ii) publicize the projects under the Minamata Convention's Specific International Programme (SIP) identity through national and secretariat communication channels.

* **Kindly include visibility and outreach activities in the regular progress reporting** on the project and alert the secretariat to special visibility events that are upcoming or recently took place, so that the secretariat can further amplify visibility on the work of your project through the Convention website, social media and other forms of communication and outreach.

A: Visibility and outreach opportunities

Often great work goes unnoticed or is underappreciated because it does not receive dedicated communication attention. Communicating the outcomes and impacts of projects is imperative to show the intent of and progress achieved by the projects, to galvanise further action by stakeholders, and to underline the value of the SIP investment to national efforts to implement obligations under the Convention. It also serves to make the case for continued and strong replenishment of the SIP to support parties directly with their identified national priority capacity-building needs for the remainder of the SIP lifespan.

Visibility and outreach opportunities range from the simple to the more complex.

You can utilize the following **workshop or meeting** elements to show your project is supported and funded by the Minamata Convention's Specific International Programme:

Invitations can mention that the work is funded by the SIP.	The agenda can include mention that the work is supported by the SIP next to the Government and/or other institutional logo.	For in-person meetings, the room decorations , such as banners, backdrops, and roll-ups can mention the SIP support.	For online meetings , the virtual background can include mention of the SIP support.	Workshop or meeting outcomes like meeting reports and press releases can include specific mention of SIP support.
Opening speakers can include specific explanation of SIP support.				

You could utilize **higher level offices and all forms of media** to show off your project and highlight that it is supported and funded by the Minamata Convention's Specific International Programme:

Speeches and announcements by Ministers and Ministry Officials can include quotes on and acknowledgement of SIP support.	Newspaper articles can include explanations of Minamata Convention obligations and SIP support for implementation.	Social media , including Twitter, LinkedIn and others can be useful at the beginning or other pivotal point in the project to mention SIP support.	Public awareness materials such as flyers, leaflets, FAQs, and fact sheets on the work the project supports, can include mention of SIP support.
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Project specific products and outputs, especially those that are part of the logical framework of the project, are a natural place to highlight how the project supports meeting obligations under the Minamata Convention, and that the SIP supports your national efforts.

Public technical reports , as well as public reports of meetings, workshops and trainings produced under the project.	Training materials produced and delivered as part of the project activities.	Presentations on work supported by the project, including where the project prepared the ground for further national work.	Departmental or external newsletters , and website notifications on work of the project.	Final reports and terminal evaluations and/or reviews of the project.
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Your participation and contribution making the SIP visible and recognized is a win both to show off your project, and to strengthen the SIP for the future to enable its continued support to parties of the Convention.

B: Authorized uses of the name and logo of the Minamata Convention to acknowledge the funding received from the Specific International Programme

As per the [Visual Identity Manual](#) of the Minamata Convention, which follows the UN rules and practice, the use of the Convention's **logo** and associated elements of its visual identity are for the exclusive use of the secretariat and its graphic products.

Please see the manual for a detailed description, including how to obtain authorization of the secretariat of the Minamata Convention on its use. Please note, that the manual also gives instruction on the use of the UNEP logo, for which express authorization is required.

Having said that, to enable SIP projects to publicise and acknowledge the funding support they have received from the Minamata Convention's Specific International Programme, managers of project receiving funding from the SIP are authorized and encouraged to use the following **SIP stamp** containing the name and logo of the Convention in accordance with these guidelines.

SIP stamp, colour



SIP stamp, grayscale



For visibility impact we encourage you to use this SIP stamp in any or all outreach opportunities that present themselves for the **duration of the project**.

■ WHERE TO USE THE SIP STAMP

The SIP stamp can be used in the following communication products in relation to meetings, trainings, publications and related communication materials.

- Meeting invitations and meeting agenda
- Meeting reports and related documentation
- Room banners, backdrops, roll-ups, posters and leaflets
- PowerPoint presentations as part of the project activities
- PowerPoint presentations on the project activities and their impact
- Virtual meetings, including virtual backgrounds
- Articles in newspapers and newsletters
- Outreach through media, the press, and including social media
- Training materials produced through the project
- Technical reports produced for dissemination by the project
- Infographics, videos and other visual communication
- Webpages publicising the work of the project
- Final reports, including terminal evaluations/terminal reviews of projects

For reports, newspaper articles and press releases and other such opportunities, kindly add the following text credit:

This project is being supported by the Specific International Programme on Capacity-Building and Technical Assistance (SIP) of the Minamata Convention on Mercury.

For usage of the SIP stamp in visibility and outreach activities that are not listed in these guidelines and/or once the project has ended, please contact the secretariat of the Minamata Convention.

■ WHERE NOT TO USE THE SIP STAMP OR THE NAME AND LOGO OF THE MINAMATA CONVENTION

While appropriate and consistent acknowledgement of support received from the SIP through the use of the SIP stamp is encouraged, neither the stamp or the name and logo of the Minamata Convention belong on everything.

Neither the name and logo of the Minamata Convention nor the SIP stamp should be used on publications, communication materials or for events or other activities not resulting from activities set forth in the agreed logical framework of the SIP project. For such instances, or if uncertain, please contact the secretariat of the Minamata Convention to request advice and written authorization.

The name and logo of the Minamata Convention should not be used on:

- Business cards, correspondence, official letterheads and email signatures of staff not directly employed by the secretariat of the Minamata Convention,
- Websites, webpages or digital platforms other than those authorised by the secretariat,
- Stationery and office supplies or equipment, including computers, and personal goods, clothing, or vehicles.

The SIP stamp can be used on websites and webpages that describe project activities. The stamp can also be used in specific communications on the project by the project manager. For advice and further information, please contact the secretariat of the Minamata Convention.

HOW TO USE THE SIP STAMP

The SIP stamp should be used in its entirety, without any alterations or further additions. Please note the guidance in the Visual Identity Manual on the colour values of the logo (for print, screen and web) and the use of backgrounds and contrasts. Please also consider carefully the placing of the stamp for effect, including when photographs are taken at events.

The text credit lines “Funded by the Specific International Programme on Capacity Building and Technical Assistance (SIP) of the Minamata Convention on Mercury” should be spelled out in full in one of the six UN official languages. It can also be spelled out in the national language.

Where the SIP is the sole funder, the SIP stamp should appear where it will be most prominently visible. Where there are multiple funders, the stamp should be at least as prominently displayed as those of the other financial partner(s).

The SIP stamp may not incorporate a flag or symbol of another country, donor, agency or organisation (The same applies for the use of the name and logo of the Minamata Convention). Where it is necessary to include the logo of other partners (e.g. the national government, the ministry or another institution) the graphic representation of such partners in the same location must be positioned separately.

Please note that, apart from the stamp no other visual identity or logo may be created or used to highlight SIP support, unless previously agreed with the secretariat of the Minamata Convention.

If you wish to give specific recognition to the SIP donors, kindly reach out to the secretariat of the Minamata Convention for an updated visual representation of the SIP donors.

STANDARD DISCLAIMER

While the acknowledgement of support from the SIP is encouraged for visibility and outreach opportunities that relate to the activities of the project, as the secretariat of the Minamata Convention has not developed or co-developed the content of the projects or its outputs, kindly affix the following standard disclaimer:

This [publication] [video] [activity] [workshop] [report] was made possible with support from the Specific International Programme on Capacity-Building and Technical Assistance (SIP) of the Minamata Convention on Mercury. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the secretariat of the Minamata Convention on Mercury.

* Please contact the secretariat of the Minamata Convention if you need assistance to translate the disclaimer into other UN languages.

In the semi-annual narrative progress reports of the project, please report on visibility and outreach opportunities you have had, including publications, communication materials, events and other activities for which the stamp was used.

Whenever possible, share such publications and communications materials with the secretariat, along with photos or other visual materials of the events and other activities, to enable the secretariat to leverage these for wider communication purposes.

Please also report on the use of the SIP stamp in the final report on your project.

Please note that any use of the name and logo of the Minamata Convention not described in these guidelines is governed by the Visual Identity Manual and requires express written authorization by the secretariat.

C: Templates and materials for use by project managers to create a branded identity across the SIP projects under the Minamata Convention

The following materials can be provided in high-definition files, including mockups with **examples of use** in different contexts (roll-ups, stickers, banners, covers for publications).



SIP BACKGROUNDS

High-quality images that can be used for virtual meetings and other occasions related to the SIP project and its financial support.



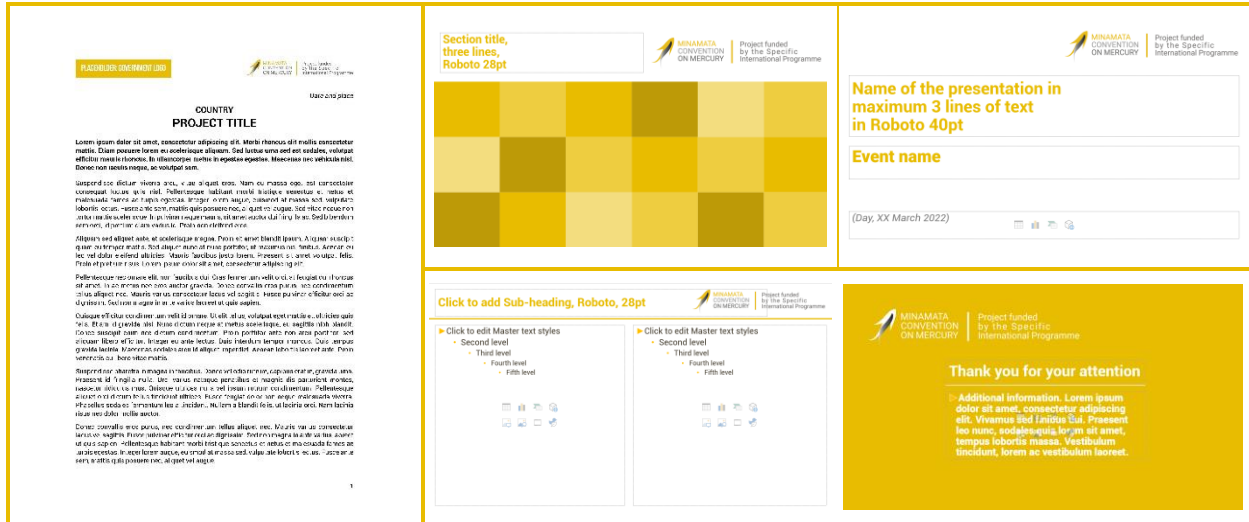
SIP DOOR BANNERS

For use on doors, in office spaces and other locations related to the SIP project. Several versions are provided here, including two (in color and grayscale) with highlighted space to fill with details of the project, objectives, individuals and teams involved.



SIP DOCUMENTS AND PRESENTATIONS

Fully editable template files for Word (docx) and PowerPoint (pptx) that can be used in documents and presentations related to the SIP project.



The image displays a presentation template with several key sections and editing instructions:

- Header:** Includes the Minamata Convention on Mercury logo and the text "Project funded by the Specific International Programme".
- Section title:** Placeholder for "Section title, three lines, Roboto 28pt".
- Content Area:** A grid of colored squares representing content placeholders.
- Text Fields:**
 - "Name of the presentation in maximum 3 lines of text in Roboto 40pt"
 - "Event name"
 - "(Day, XX March 2022)"
- Editing Instructions:**
 - "Click to add Sub-heading, Roboto, 28pt"
 - "Click to edit Master text styles" (Third level, Fourth level, Fifth level)
 - "Click to edit Master text styles" (Second level, Third level, Fourth level, Fifth level)
- Footer:** "Thank you for your attention" followed by "Additional information, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus interdum Sapi. Praesent tempus lobortis massa. Vestibulum tincidunt, lorem ac vestibulum laoreet."

CONTACT US

For any clarifications and questions on the use of the stamp or the use of the name and logo of the Minamata Convention, and to obtain the files for templates, please contact:

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