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About this guidance

This branding guidance is for internal and external users of the Weather and Climate Information Services (WISER) programme visual brand. It is designed to support all those that are a part of the WISER programme to successfully use and reference the WISER, Met Office and UK International Development logos across different collateral used across the programme. WISER projects will find additional detail around use cases for the WISER visual brand in this document.

It is important that WISER visual brand guidance is followed to ensure a consistent and accurate representation of the programme is used across all mediums of communication to enhance brand awareness and strengthen its presence to support demonstrations of the vital impact and benefit WISER has internationally.

Checklist for WISER projects

WISER Implementing Partners must:

- Read the full branding guidance and ensure that your project complies - if you have questions on applying the guidance, discuss these with your WISER programme support officer.
- Work with your WISER programme support officer to ensure a completed visibility statement is in place for your programme, setting out how and where you will recognise funding from the UK government with the UK International Development logo.
- Agree with your WISER programme support officer how and when updates from your project can be provided to show that agreed branding is in place e.g., at programme review meetings, programme visits, or through photos.

Share any good examples of photographs showing WISER branding in situ with wiser@metoffice.gov.uk.

Logo

Use of the WISER and UK International Development logos

Creation of new logos

Implementing partners must not create or commission any new logos, programme identities or other branding outside of the WISER logo, whether to represent their department, team or programmes.

This rule applies also to the creation of logos for internal purposes e.g., for a specific work stream or project. If there is a perceived need for a new logo, either for external or internal programmes, the WISER programme team would need to contact the UK Government's Foreign, Commonwealth and Development Office (FCDO) first to discuss whether there is an exceptional case.

Examples of where the WISER and/or UK International Development logos and/or written and verbal statements, should be used to acknowledge UK support include but are not limited to:

Programme assets:

- infrastructure (e.g. bridges, buildings, roads, wells, pumps)
- educational materials (e.g. public health leaflets)
- shipments and goods (e.g. blankets, tents, tarpaulins, jerry cans) as part of humanitarian responses
- building signage (e.g. on health centres, distribution points)
- packaging of smaller items for distribution (e.g. malaria nets, hygiene kits and medical supplies) where possible and appropriate on these items
- staff clothing, but only where relevant to successful project delivery, such as uniforms for community outreach staff.
- during emergency humanitarian relief operations, FCDO staff should be the only personnel wearing UK aid branded clothing, to avoid confusion on the ground.
- other materials where donors and other sources of funding are recognised.

The delivery of humanitarian aid supplies should never be slowed down for branding activity.

Communications and events associated with the programme or partnership:

- publications (e.g. annual reports, research reports)
- banners, posters or backdrops for interviews or media events
- media relations activity (e.g. press releases, briefings, presentations, in interviews) · websites (e.g. on home page or a page listing donors)
- social media content
- video content
- speeches and lectures
- on tenders for subcontractors/subgrantee

Generally, the following items should not be branded, and no exception need be sought:

Logo

Use of the WISER and UK International Development logos

- everyday stationery used by implementing partners such as business cards.
- an organisation's own office signage and office equipment including computers.
- vehicles not exclusively used for delivering UK funded projects.
- staff clothing (unless by prior agreement for project- specific materials).
- small, personal goods (for example, toothbrushes, razors).
- school books/bags.
- clothing for people who benefit from programmes.

Implementing partners with queries about items that do not appear here should speak to the WISER programme team in the first instance for advice and agree what is appropriate.

Funding from WISER must not be used to pay for communications materials and activities that do not directly support agreed programme outcomes.

These include, but are not limited to, branded promotional goods, including:

- pens
- mugs
- bags
- hats /caps/t-shirts (unless part of a uniform that necessarily identifies those delivering the programme)
- communications activity and materials to promote the implementing partner organisation (as opposed to activities to promote the adoption of the development activity e.g. hand washing campaigns, vaccination drives, gender equality advocacy, etc.

Logo

Solid Logo:

Version with black text to be used wherever logo appears on a white background.



Black & White Logo:

Black & White logos should be used **ONLY** when colour reproduction is unavailable.



Reversed Logos:

Reversed version to be used when logo is shown on black.

Do not display logo on any full-colour background other than black or on photography.



Logo Placement continued

Wherever the WISER branding appears alongside partner logos, ensure there is ample space between both elements (see next page for further examples).

UK International Development branding

The UK International Development logo should be accompanied by the words “Supported by:” in Montserrat Regular, and in the same point size as the WISER strapline (in this case 6pt).

Where possible, the colour logo should be used against a white background.

If your communication uses a background colour that clashes with the logo, you may reverse the logo out in white, ensuring the colour, image or pattern does not interfere with legibility.

NOTE: For details regarding inclusion of the UK International Development branding guidance.



Logo Placement continued

As previously mentioned, wherever the WISER brand is shown with accompanying partner logos, ensure there is suitable space between each element.

The WISER logo should always appear first; either to the left of logos on the same horizontal line, or above other logos that appear underneath.



NOTE: To ensure accompanying logos balance visually, match logo height or x-height wherever possible.

Type

Marketing material

In all marketing material Montserrat should be the choice of typeface.

NOTE: Montserrat is an online typeface, freely available from www.google.com/fonts.

Montserrat - Bold

Montserrat - Regular

Montserrat - Light

This is a Sample Headline in Montserrat Bold

Montserrat Light to be used for body copy. Lorem ipsum dolor sit amet, consectetur adipis cing elit. Donec sed feugiat magna. Vestibulum quis consequat.

This is a Sub Headline in Montserrat Regular

Montserrat Light to be used for body copy. Lorem ipsum dolor sit amet, consectetur adipis cing elit. Donec sed feugiat magna. Vestibulum quis consequat orci.

Standard documents

Some organisations may have IT restrictions in place preventing the downloading and installing of new fonts.

With this in mind we advise that the system font Arial should be used in standard documents such as Powerpoint and Word documents so that no font availability issues should occur.

Arial - Bold

Arial - Regular

This is a Sample Headline in Arial Bold

Arial Regular to be used for body copy. Lorem ipsum dolor sit amet, consectetur adipis cing elit. Donec sed feugiat magna. Vestibulum quis consequat orci.

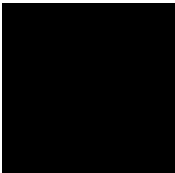
This is a Sub Headline in Arial Bold

Arial Regular to be used for body copy. Lorem ipsum dolor sit amet, consectetur adipis cing elit. Donec sed feugiat magna. Vestibulum quis consequat orci.

Colours

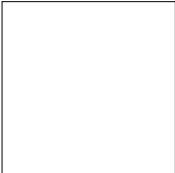
Primary Colours

Black to be used as a solid background 'flood' or used sparingly with plenty of white space.



CMYK
0 / 0 / 0 / 100

RGB
0 / 0 / 0



CMYK
0 / 0 / 0 / 0

RGB
255 / 255 / 255

Secondary Colours


To be used as accents and in sub-sections, not as colours for type (only the dark blue passes WCAG 2.0 guidelines for on-screen legibility).



CMYK
80 / 50 / 0 / 0

RGB
57 / 115 / 185

HEX
3873B9



CMYK
60 / 5 / 0 / 0

RGB
95 / 191 / 237

HEX
#5FBFED



CMYK
75 / 10 / 22 / 0

RGB
8 / 168 / 194

HEX
#07A8C2



CMYK
35 / 0 / 75 / 0

RGB
186 / 210 / 95


HEX
#BAD15E



CMYK
0 / 5 / 88 / 0

RGB
255 / 231 / 29

HEX
#FFE61D



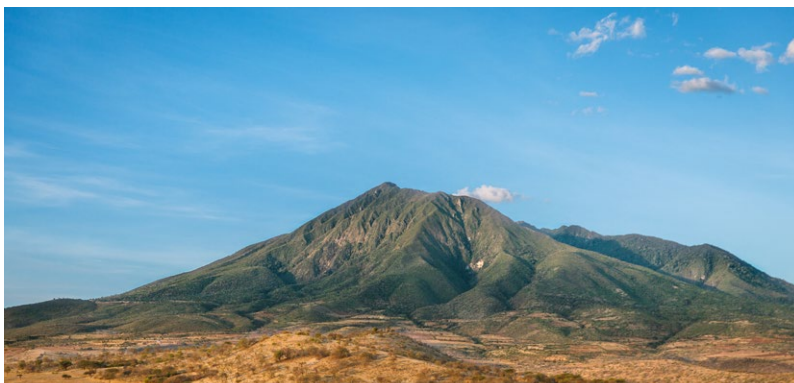
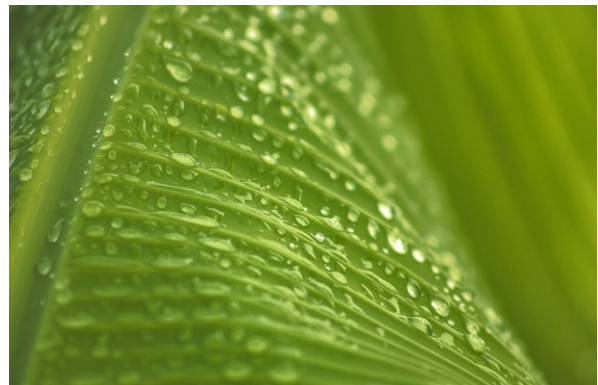
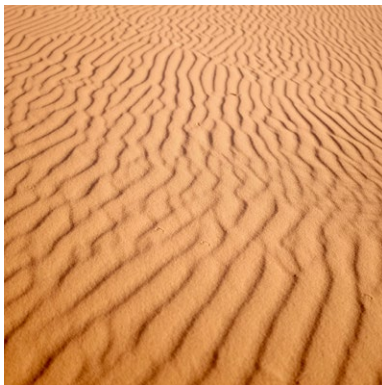
CMYK
0 / 40 / 100 / 0

RGB
247 / 166 / 0

HEX
#F7A600



Imagery



Try wherever possible to use a mixture of relevant lifestyle and landscape imagery combined with abstract close-ups, in colours that match or complement the logo.

Together, we are stronger



3.3m

households can
access new or
improved weather
and climate
information
services