# Orientation on Communications & Visibility Guidelines for Partner Organisations

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# Objective of Guidelines

- Foster **positive relationship** dynamics between PPAF and its partner organisations
- **Enhance visibility of PPAF** in terms of the support it is providing for bringing positive transformation in the lives of the marginalized communities.
- Ensure that **messaging** from partner organisations around projects and initiatives awarded through or funded by PPAF **is consistent and aligned with strategic goals and priorities of collaboration.**
- **Develop and promote credibility** of the collaborative efforts and ensuring increased transparency in utilisation of donor funding.
- Document and ensure the **widespread dissemination of transformative initiatives** that bring improvements to the lives of rural communities, ultimately contributing to the positive portrayal of Pakistan.

# Expected Role of Partner Organisations

- Aligning communication activities with project workplan
- Ensuring impactful visibility of the programme while adhering to the PPAF branding guidelines
- Dissemination of key messages in accordance with the project objectives
- Documenting and capturing beneficiary stories
- Photography/videography of major activities during the project duration
- Engagement with mainstream media

# Role of Partner Organisation

- Organising project centered events and celebrate national & international days
- Facilitate field visits
- Use of social media for information dissemination with proper tagging
- Clearing all communication material with Grants Manager and PPAF Communications department before dissemination
- Monthly reporting (along with links, images, stories and media engagement statistics)

# Communication Plan

# Communication Plan

- Partner organisations are required to incorporate a communication (comms) plan in the project work plan following the signing of the grant agreement with PPAF.
- The comms plan should include activities covering the entire project duration to ensure effective branding and visibility of the initiative.
- The activities in the comms plan must include social media posts, media outputs (press releases/ news article/ TV/radio coverage), visibility through project boards/signage, project related events, documentaries, photographs, TV/radio talk shows, PSMs/PSAs, success stories/testimonials, IEC material etc.

**Note: A template is attached at the end**

# Communication Target

# Communication Targets

The following communication targets *(over the span of project life)* aim at assisting the PPAF partner organisations with impactful branding and visibility of projects and initiatives led or funded by PPAF.

| Project Commencement | Procurement | Intervention | Updates | Closing |
|---|---|---|---|---|
| **10-15 photographs** of the project introduction meetings/interactions with the community and the district/local government. | **10-15 photographs** and **2-3 short video clips** of activities covering procurement/ distribution of items to beneficiaries (where applicable) | Monthly submit at **least 5-7 high resolution photographs**, **2 short beneficiary testimonials** (not more than 60 seconds) and **2 case studies** projecting impact of intervention. | - Publish **2-3 social media posts** relevant to the project while properly tagging and mentioning PPAF.<br>- Submit **media outputs** of an event or activity conducted within a week's time.<br>- **Print/electronic media coverage** at least once a quarter. | At the conclusion of the project, produce and submit a **4 – 7 minutes documentary** that highlights the impact of the project. |

# Compliance

# Compliance with PPAF Visibility & Branding Guidelines

| | |
|---|---|
| Name, Logo and Slogan | • Use PPAF's name logo and slogan on all products and materials designed and disseminated as part of the project as per the branding templates provided by PPAF |
| Verbal Communication | • Any verbal communication about the project to communities, donors, government, and other stakeholders must explicitly acknowledge PPAF as the leading entity for the initiative. |
| Standard Vocabulary | • Use the specified standard vocabulary as a credit statement in all branding materials. |

# Compliance

## Standard Vocabulary

# Compliance with PPAF Visibility & Branding Guidelines – Standard Vocabulary

For PPAF's donor funded projects the standard vocabulary in English and Urdu languages:

**The project/programme is funded by** (Donor Name), **led by Pakistan Poverty Alleviation Fund (PPAF) and is being locally implemented by** (PO Name).

یہ پروگرام/پروجیکٹ 'ڈونر کا نام' کے مالی تعاون سے پاکستان پاورٹی ایلیویئشن فنڈ (پی پی اے ایف) کی سربراہی میں مقامی سطح پر 'پارٹنر آرگنائیزیشن کا نام' کے ذریعے جاری ہے۔

For PPAF funded projects and initiatives the following statement must be used:

**The project/programme is funded by Pakistan Poverty Alleviation Fund (PPAF) and is being locally implemented by** (PO Name).

یہ پروگرام/پروجیکٹ پاکستان پاورٹی ایلیویئشن فنڈ (پی پی اے ایف) کے مالی تعاون سے مقامی سطح پر 'پارٹنر آرگنائیزیشن کا نام' کے ذریعے جاری ہے۔

**Note: A template is attached at the end**

# Compliance

## Logo Placement

# Logo Placement

## Use of Logo

PPAF logo (shown below) must be prominently displayed on all printed and electronic material produced for all PPAF supported projects, interventions, and activities.

## Correct Use of Logo




## Incorrect Use of Logo




Don't change the color




Don't place the logo on low contrast background




Don't change the position & size of any logo parts




Don't change the font style of the logo




Don't distort the logo




Don't tilt or skew the logo

# Use of PPAF Logo for Partner Organisations (POs)

## Co-Branding

For co-branding with logos of PO and external organisations, it is imperative that **all logos have equal and balanced visual weight** and are properly aligned with each other horizontally.

| Donor logo | Govt logo | | Partner Organisations Logo | Other Organisations Logo if required |
|---|---|---|---|---|

## Downloading the PPAF Logo

You may download logos from https://www.ppaf.org.pk/logos

# Compliance

## Credits/ Tagging

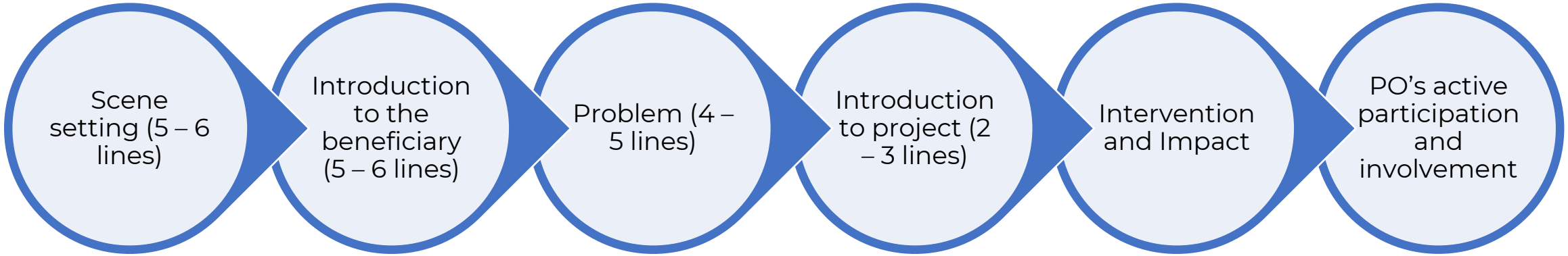
# Credits/ Tagging

- Follow, mention and tag relevant PPAF social media accounts (Facebook-@theppaf, Twitter-@ppafofficial, LinkedIn-@ppafofficial, Youtube-@ppafofficial) when posting content relevant to the project

- Avoid any policy statement on behalf of PPAF, no facts, figures or details may be quoted regarding PPAF in any communication **without** the explicit prior written permission of PPAF.

# Developing Case Studies

# Developing Case Studies




**Note: A template is attached at the end**

# Developing Case Studies




- Name and gender of beneficiary
- Name of village, union council, district
- Number of family members financially dependent on the beneficiary
- Means of livelihood and monthly income of the beneficiary at the time of receiving the programme benefit
- Household income of the beneficiary in PKR at the time of receiving the programme benefit In case of any other earning members in the family
- Reasons for which the beneficiary decided to apply for programme
- How has the beneficiary utilised programme benefit
- Number, duration, amount or any other specific details related to programme benefit
- Current income and profit of the beneficiary
- How is the beneficiary using the profit and savings to improve his/her living conditions
- Any other interesting information around social and economic impact on beneficiary and the family
- Beneficiary's quote/testimonial describing his/her feelings and future plans

# Developing Case Studies

***What Makes Your Case Stronger***



# Filming and Photography

# Filming and Photography

***Definite Do's (Photography)***

- A reflection of project's objectives
- Clearly reflect the intervention and/ or impact
- Images should show prosperity e.g. better lifestyle, income generation, education, etc.
- Highlight the culture to add vibrancy e.g. the picture can show group of women dressed in local attire or house/ building constructed in unique local design, etc.
- Eye contact with the lens
- Always provide name, location, and name of photographer
- Photo credit & caption must always appear with all still images.

**Note: A sample is attached at the end**

# Filming and Photography

***Definite Do's (Filming)***

***Technical Aspects***

- Choose a location that has ample natural light, use lights where necessary.
- Natural light should be come from behind the camera, and not behind what you are trying to film.
- There should be no shadow falling on beneficiary.
- Camera must not be shaking; use a tripod stand for support.
- Keep the background simple. Too many elements in the background distract viewer.
- There should be no background noise at the location.
- Use mic and make sure the voice is not echoing.
- Give enough headroom space (i.e. space between the head of the speaker and top of the frame) so logos as per the approved branding guidelines can be displayed.
- Record the testimonial horizontally preferably on DSLR camera in Full High Definition (HD) 1920x1080 (16:9) aspect ratio.

# Filming and Photography

***Definite Do's (Filming)***

***Project Aspects***

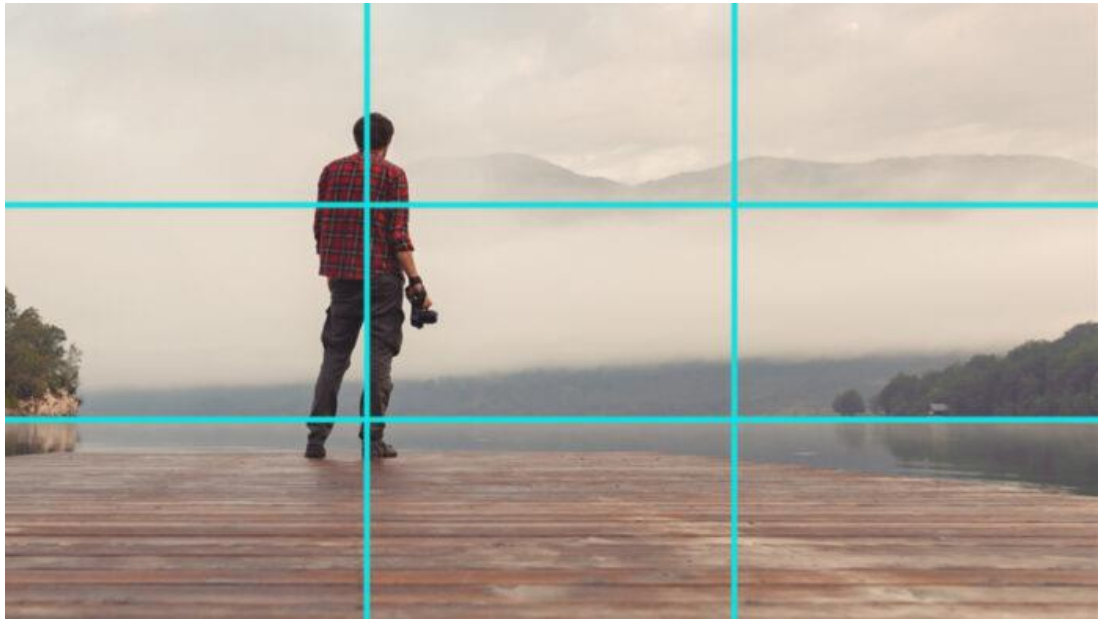
- Beneficiary must look into the camera while talking and speak in a language that s/he is comfortable to converse in.
- At some point in the video, show project material with PPAF and PO branding (as per the approved guidelines) to increase believability.
- The location should be clean so we can show that hygiene standards are followed.
- The people should be dressed properly so we can show human dignity is valued.
- Other people (family and employees) benefitting from the intervention should be made part of video, so scale of impact is established.
- Consent forms must be signed.

**Note: A sample is attached at the end**

# Filming and Photography

## *Filming*





## *Subject Placement*

# Approvals Protocol

# Approval Protocol

- POs are required to seek approval from PPAF for branding materials they design for addressing any need-based or specific branding requirements.

- The PO is advised to manage all correspondence with PPAF's Media & Communication Team through the project coordinator/grant manager

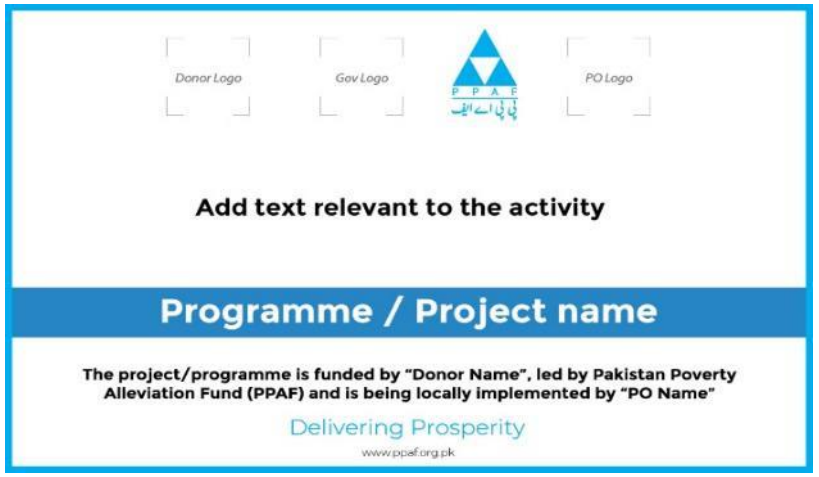
# Templates

# Templates

- Download PPAF logo from https://www.ppaf.org.pk/logos
- Follow the below mentioned link to download templates of banners, visibility board & consent form https://www.ppaf.org.pk/POdocs

# Template

## Activity Banner












# Template

## Success Story








### Dairy Dreams; A Tale of Rebuilding and Redefining

Nestled in lush green landscapes of Sindh is Tando Allah Yar, a district renowned for its rich agricultural heritage. In region that relies majorly on cattle farming, production and sale of diary products is primary source of livelihood for many.

Among these stories of resilience, one shines brightly of Jhumka. Hailing from a modest farming family in Missan Wadi village, she is primary breadwinner for a household of nine members that relied on farming for generation. Until a few years ago Jhumka owned 22 Goats and 7 Cattles for business purposes and sold butter & classified butter from milk locally under the business name Jhamkoo.

However, with the challenge of fluctuating milk prices, sustaining a profitable business or even a business that would allow her family to make both ends meet was becoming almost impossible. In a fortuitous turn of events, Jhumka discovered the support and guidance offered under European Union funded GRASP which is being implemented by International Trade Centre (ITC) in partnership with Pakistan Poverty Alleviation Fund (PPAF) & Food and Agriculture Organization (FAO). Jhumka was able to receive information about life-changing opportunity because of Thardeep Rural Development Programme (TDRP) which is partner organisation for project implantation in four districts of Sindh.

Under GRASP, in 2023 she received matching grant of PKR 0.5 million and multiple trainings given by TRDP. With newfound hope and determination, Jhumka embarked on a transformative journey towards prosperity. The grant money was utilised to expand her cattle inventory (two cows and a calf) and invest in modern equipment like a grass cutter machine. The impact was immediate and profound. By increasing her production capacity and product quality, Jhumka witnessed a remarkable surge in demand for her butter and classified butter. The earlier sale of 4 – 5 KGs per month was doubled to almost 10 KGs per month with profits increasing furthermore during wedding season. The financial literacy trainings further enlightened her to improve pricing strategy; resultantly she revised the price from PKR 1,000 per KG to PKR 3,000 per KG. Capitalizing on market linkages, she began selling her dairy products in other cities, including Mirpur Khas and Karachi, with direct access to these markets.

The business expansion enterprise translated into tangible benefits not only for her family but also for the local community. As the business thrived, Jhumka hired three people (2 permanent and 1 temporary employee). Today, her daughter is enrolled in Hyderabad Public School, a luxury the family couldn't imagine affording before.

With her eyes set on new horizons, Jhumka embodies the spirit of resilience and ambition that defines rural entrepreneurship in Pakistan. Beyond financial gains, her story symbolizes a broader narrative of empowerment and hope and reiterates GRASP's commitment to poverty alleviation and strengthening of rural SMEs without discrimination.

# Filming and Photography

***Don't Do This (Photography)***



***Keep it Clean***



***Don't Tilt***



***Establish Subject***

# Filming and Photography



**Show Branding and Maintain Human Dignity**

**Don't Do This (Photography)**



**Maintain Human Dignity and Seriousness**



**Don't Clutter**

# Filming and Photography

***INSTEAD***

***GO***

***FOR***

# Filming and Photography

***Instead Do This (Photography)***







# Template

## Photograph

## Branding



# Template

## Photograph

## Branding



# Template

## Photograph

### Composition




Across Sindh and Balochistan,
**over 13,000 women led SMEs** have
benefitted from matching grants worth
**More than PKR 69 million**

# Filming and Photography

***Filming (Don'ts)***







***Follow Branding Guidelines***

# Template

## Video

### Branding



# Template

## Video

### Branding



# Template

## Video

### Composition



# Template

## Communication Plan

| Sr. No. | Strategic Objective | Activity | Description | Project Stage | Target Audience | Quantity | Timeline | Notes |
|---|---|---|---|---|---|---|---|---|
| 1 | To build ***programme*** profile as an initiative to reduce poverty and ***social development*** across ***target districts*** | HD pictures and video for social media | HD photographs and 2 – 3 minutes HD testimonial video of beneficiary showcasing the impact of intervention and transformation | Post - Intervention | Masses | 3 -5 photographs and 1 short video per month as per the approved branding guidelines | Month, Year | *Any other information for example if the activity will be managed in-house or outsourced, any possible limitations, any high-priority regions, etc.* |
| 2 | To highlight engagements with stakeholders | Photography | Action oriented and group pictures showcasing diverse set of stakeholders on board to facilitate wider reach | Project Commencement and Intervention | Masses and Potential Stakeholders | 10 – 15 photographs | Month, Year | *Any other information for example if the activity will be managed in-house or outsourced, would there be any other supporting material, platforms that will be used to disseminate the content* |

# Data Sheet for Communication Activities

| Name and Contact | Designation | Organization | Social media handles of the organisation | PPAF Project Name & Target Area | Govt. stakeholders involved/aware of the PPAF project | Do you possess working experience as communication person | Recommend 3 communication channels that would work best in your project target area (TV, radio, newspaper, social media, IEC material, etc) | Name of the most popular Newspaper, TV, radio channels | Do you have understanding about SBCC |
|---|---|---|---|---|---|---|---|---|---|
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# Thanks

# ABOUT PPAF LOGO

**PPAF logo represent two parallel themes:**

## INVERTING THE INCOME PYRAMID

The larger outer triangle shows the traditional distribution of income, which counts the number of people at different income levels with the top of the pyramid being high income bands and the bottom being low income bands. Since there are very few people at the top and a great many people at the bottom, hence a broad big base converging into a narrow peak. The two together translate into a pyramid shape. The inner triangle represents PPAF goal: inverting the pyramid, so that there are fewer people at the lower levels of income, and a much greater number of people at the higher income level.

## WINDOW OF OPPORTUNITY

The central triangle is also a window of opportunity; an opening that leads out of poverty, towards sustainable growth and development.

Restoring hope | Securing The Future | Ending Poverty