



THE BUSINESS SECTOR ADVOCACY CHALLENGE FUND

PHASE III

BUSAC FUND

COMMUNICATION AND VISIBILITY GUIDELINES

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Introduction

The Business Sector Advocacy Challenge (BUSAC) Fund Phase III is funded by DANIDA as the lead development Partner, the EU and USAID Ghana. It is important that in the course of implementing an advocacy action supported by the BUSAC Fund, the beneficiary grantee must carry out relevant communication activities in a manner that gives adequate visibility to the Fund and its Development Partners (DPs).

The BUSAC Secretariat strongly recommends all beneficiary grantees to acknowledge the BUSAC Fund and its development partners (Danida, the EU and USAID) as their sponsors in all the print and electronic publications related to their advocacy action. To do this effectively, all beneficiary grantees of BUSAC Fund III are expected to adhere to the following communication and visibility guidelines throughout the implementation of their advocacy action

A. Print Publications

1. In **print publications** related to the advocacy action (such as news articles, press releases, adverts), it should be clearly mentioned that the advocacy action is supported by the BUSAC Fund and its development partners (Danida, the EU and USAID). For instance, a paragraph in the news article could acknowledge the Fund and its DPs as follows:

*The (Name of Association) organized yesterday a stakeholders' workshop to persuade policy makers to reduce the high tariffs on their imported raw materials. The workshop forms part of GAFP's advocacy action supported by the **BUSAC Fund** and its development partners **DANIDA, the EU and USAID.***

2. In **brochures and leaflets** related to the advocacy action, Grantees should also clearly acknowledge the BUSAC Fund and its development partners (Danida, the EU and USAID) as sponsors of the advocacy action. In addition to this, grantees should also display the logos of the BUSAC fund and its development partners on all brochure / leaflets directly related to the advocacy action.
3. **Banners** designed for the purposes of the advocacy action (supported by the BUSAC Fund) should also display the logos of the Fund and its development partners to acknowledge their support. These logos can be displayed either at the top or bottom of the banner.

B. Electronic publications

1. Beneficiary grantees engaged in TV or radio panel discussion programmes (related to the advocacy action) should acknowledge the support of the BUSAC Fund and its Development Partners. This can be done by clearly mentioning at the beginning and / or end of the programme that the Fund and its three Development Partners are sponsors of the advocacy action.

This requirement also applies to both video and radio documentaries. For instance, the voice-over at the beginning of the video documentary could state:

*"The (Name of Association)'s advocacy action is supported by **the BUSAC Fund** and its development partners **DANIDA, the EU and USAID.**"*

2. In all print or electronic publications connected to the advocacy action (such as video documentaries, brochures, etc.), grantees should clearly issue a **disclaimer** to the effect that **the content of their advocacy messages do not in any way reflect the views of the BUSAC Fund and its three development partners.**

3. In addition to the above requirement, video documentaries in particular should also display high resolution images of the logos of the Fund and its development partners at the beginning as follows:



C. The use of logos

1. Beneficiary grantees can obtain high resolution soft copies of the logos of the Fund and its Development partners by sending a request to ebenezer@busac.org. These logos can also be downloaded from the Fund's website (www.busac.org).

2. When using the logos of the BUSAC Fund and its Development partners for branding purposes, grantees should ensure that these logos are always printed against **a white background**.

3. The logos of all three Development partners should be given equal prominence in terms of **size, clarity and legibility**.

4. While grantees are at liberty to manipulate the size of these logos to suite their branding purposes, care should be taken not to distort or change the original **proportions** and **colours** of these logos.

5. Always display the logos of the BUSAC Fund and its three development partners horizontally as illustrated in the above section.

D. Submission of communication materials to BUSAC Fund

1. Grantees are strictly required to submit to the Fund copies of any communication / or branding materials produced in the course of the advocacy action. These communication materials include press cuttings, brochures, leaflets, tapes of TV and radio discussion programmes and interviews, CDs or DVDs of video documentaries or radio documentaries, etc.
2. Grantees should ensure that they also keep and preserve original copies of these communication and branding materials for future reference.