Federal Foreign Office

Federal Ministry
for Economic Cooperation
and Development

german
cooperation
DEUTSCHE ZUSAMMENARBEIT

german
cooperation
DEUTSCHE ZUSAMMENARBEIT

german
humanitarian
assistance
DEUTSCHE HUMANITÄRE HILFE

The cooperation logo

Guidelines and parameters for design and usage

Table of contents

INTRODUCTION

Introduction
The cooperation logo

The German Government's corporate design remains the foundation for all requirements, instructions and guidelines regarding the logo. The corporate design has established the Government's unique visual profile, thereby creating a basis for consistent and effective communication.

The present design guidelines set forth parameters for the cooperation logo's usage, placement, dimensions and colour palette. These guidelines are binding for all external publicity materials for both the German Government and the public agencies charged with implementing German cooperation. They may also be used in the projects of non-governmental organizations abroad if these projects are predominantly financed through federal funding as described in detail below. Further details are to be agreed between the individual ministries and the recipients of non-state development cooperation assistance.

Printed matter and all other external publicity materials which are created by implementing organizations with funds from departmental budgets of the Federal Foreign Office and/or the Federal Ministry for Economic Cooperation and Development or other ministries taking part in this initiative are to be published within the parameters of the German Government's corporate design guidelines; outside of Germany they are to bear the German cooperation logo.

The international implementing organizations' business reports, self-portrayals, and materials targeted to the acquisition of personnel and clients are exempted from the design guidelines. If such printed matter reports on projects of the Federal Foreign Office, the Federal Ministry for Economic Cooperation and Development or other ministries taking part in this initiative, the commissioning authority is to be mentioned in an appropriate manner.

Introduction
The cooperation logo

Three versions of the logo are used:

1_For bilateral projects abroad (→ page 8)

2_For multilateral projects abroad (→ page 17)

3_For unilateral projects abroad (→ page 23)

The three options described on the following pages prescribe the usage of the logo in precise detail.

Please address any questions or concerns to:

Federal Foreign Office
Division 600
600-r@auswaertiges-amt.de
tel. +49 (0)30 5000-2634 (administrative office)

Federal Foreign Office
Division 608
608-r@auswaertiges-amt.de
tel. +49 (0)30 5000-2858 (administrative office)

or

Federal Ministry for Economic Cooperation
and Development (BMZ)
referat220@bmz.bund.de
referatk2@bmz.bund.de

Version 1: Usage in bilateral projects abroad
Example: Fiji; Official language: English

german
cooperation
DEUTSCHE ZUSAMMENARBEIT

Version 2: Usage in multilateral projects abroad (and in exceptional cases in bilateral projects)
Example: Official language: English

german
cooperation
DEUTSCHE ZUSAMMENARBEIT

Version 3: Usage in unilateral projects abroad
Single version in English and German

german
humanitarian
assistance
DEUTSCHE HUMANITÄRE HILFE

Introduction

The combined word and figurative mark (combination mark) is comprised of a band displaying a flag (either the German flag or the German flag in combination with the host country's flag, depending on the context) and a three-line block of text. The top two lines of text are written in the relevant official language, while the bottom line is always displayed in German.

In the interest of preserving the brand's uniqueness and excellence, the use of this trademark is permitted only in the versions documented herein. Data files for use in printed and digital media are available in many languages and can be ordered from the Federal Foreign Office at:

Federal Foreign Office
Division 600
600-r@auswaertiges-amt.de
tel. +49 (0)30 5000-2634 (administrative office)

Federal Foreign Office
Division 608
608-r@auswaertiges-amt.de
tel. +49 (0)30 5000-2858 (administrative office)

Only the provided data files may be used; the use of individual designs is not permitted.

Colours

The choice of colours is stipulated in the German Government Style Guide. The colour values of the German flag in the pictorial section of the logo are:

0c 0m 0y 90k

15c 100m 90y 5k

0c 20m 90y 0k

The colour values of the relevant host country's flag are not adjusted to the colour table in the German Government Style Guide.

The main lettering is printed in CMYK colour values 0/0/0/90. The bottom line of text is printed in CMYK 15/100/90/5.

General placement guidelines

The combination mark must be placed against a white background. It must not be placed against a busy background or directly onto a photograph or other image. When used in conjunction with a photograph, the combination mark is to be placed onto a sufficiently expansive white surface.

The combination mark must not be altered through the introduction of additional typographic elements or the omission of any of its own elements.

The combination mark must not be distorted, compressed, discoloured, truncated, adulterated, tilted or rotated.

Visual buffer zone

The cooperation logo includes a visual buffer zone where no other element can be placed.

The visual buffer zone is measured from the left edge of the flag image. The visual buffer zone (see image) is measured as half the height of the flag's left edge.

The guidelines described on this page and the previous page apply without exception to **all** versions of the cooperation logo.

USAGE ABROAD
in bilateral projects

INSTRUCTIONS FOR USAGE ABROAD
in bilateral projects

Example: Fiji

german
**cooperation**
DEUTSCHE ZUSAMMENARBEIT

Usage

For bilateral projects (e.g. development cooperation, cultural preservation, crisis prevention), the cooperation logo is used according to the following parameters:

• As a general principle, combination mark version 1, which is tailored to the relevant host country, will be used. This version includes the flag of the host country in the figurative mark and includes one **local official language** in the block of text. The bottom line of text remains in German.

• In countries with more than one official language, the logo will be available in different versions in the different official languages. The diplomatic mission abroad will decide on a case-by-case basis which language version to use. If there is a compelling reason why more than one official language needs to be used, a special version of the logo will be provided in coordination with the Federal Foreign Office's headquarters in Berlin.

• In exceptional cases, if there are serious (e.g. political) reasons not to display the host country's flag, combination mark **version 2** can be used in consultation with the relevant German mission abroad. This version displays only the German flag. The text remains unaffected in such a case and will appear in the relevant official language (with a German bottom line of text).

Version 1: Figurative section for usage in bilateral projects, example: Mexico

Only in exceptional cases: **usage of the unilateral figurative section**
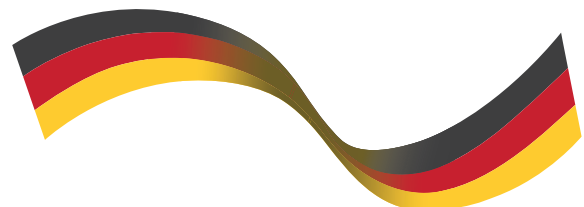
INSTRUCTIONS FOR USAGE ABROAD
in bilateral projects

Dimensions

Version 1 (full combination mark):
Example: Germany – Cameroon, official languages English and French

INSTRUCTIONS FOR USAGE ABROAD
in bilateral projects

Placement in various media

• In German Government print publications, materials and presentations: as a general rule, the cooperation logo will be placed beside the logo of the relevant German mission abroad and will always appear as the first logo, that is to say, it will be placed to the left of the mission abroad's logo. The cooperation logo will thereby be positioned as a "project logo" (Kampagnenlogo) or equally ranked additional logo in accordance with the German Government Style Guide, and will be positioned as prescribed in the Style Guide: *http://style-guide.bundesregierung.de/Webs/SG/DE/PrintMedien/Basiselemente/Platz-ierung-von-Zusatzlogos/patzierung-von-zusatzlogos_node.html?__site=SG*.

In such cases the cooperation logo will have the following dimensions (master file):

DIN A4: 100 % of the original size

DIN A5 und DIN long format: 90% of the original size

DIN A6: 85 % of the original size

• If the guidelines of the German Government Style Guide are not applied, the cooperation logo and the **equally ranked logos** of partner organizations (e.g. international organizations, participating organizations in the host country) will be equal in size and position.

• **Subordinate additional logos** will be smaller than the cooperation logo and will be placed to the right of it or beneath it. If several logos are to appear together, they will – if possible – be placed from left to right in a horizontal row along the upper edge of the text block (A) – (see illustration).

The logos of implementing organizations (e.g. GIZ or KfW) are to be placed beside or beneath the cooperation logo with the words "implemented by" in the relevant official language.

• The cooperation logo's text block (bi- and multilateral version) will determine the size of additional logos in the English language (see illustration).

The height of the resultant surface will serve as the reference size (100%). The logos of GIZ and KfW and other additional logos will be displayed at 80% of this size. It is permitted for the logos to be smaller than this size, but never for them to be larger. If two or more additional logos are used, visual balance should be taken into consideration when positioning them.

• The guidelines for general placement and the visual buffer zone are also to be respected *(see pages 6–7)*.

The English version of the text section is being used to determine the size of the subordinate additional logos.

100 %   80 %

EXAMPLES OF POSITIONING
in bilateral projects

Example: Invitation, DIN A5 landscape (image 60% of original)

Cooperation logo with government logo, placement as a project logo in accordance with the German Government Style Guide

Embassy
of the Federal Republic of Germany
Wellington

german
cooperation
DEUTSCHE ZUSAMMENARBEIT

image motif

A Chance to Change | Invitation

25.05.2012 | 19.30 h

Cooperation logo without government logo as main sender

german
cooperation
DEUTSCHE ZUSAMMENARBEIT

image motif

A Chance to Change | Invitation

25.05.2012 | 19.30 h

Implemented by: giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH   KFW

(Scale: Cooperation logo 100%, implementing organization logos and other logos 80%)

These examples show possible ways to use the logo when no relevant guidelines for the situation are provided in the German Government Style Guide.

EXAMPLES OF POSITIONING
in bilateral projects

Example: Banner, roll-up (image size greatly reduced)
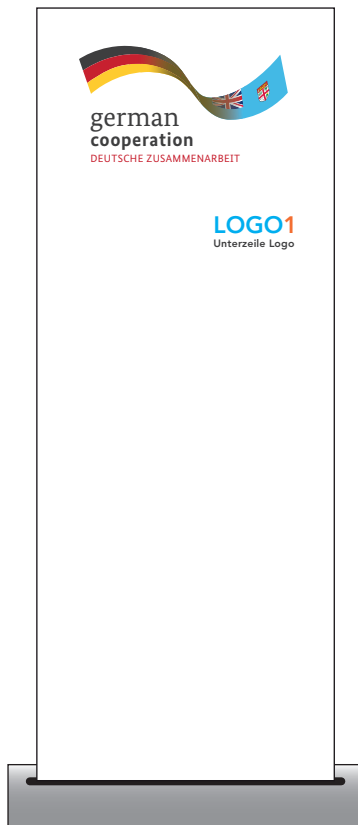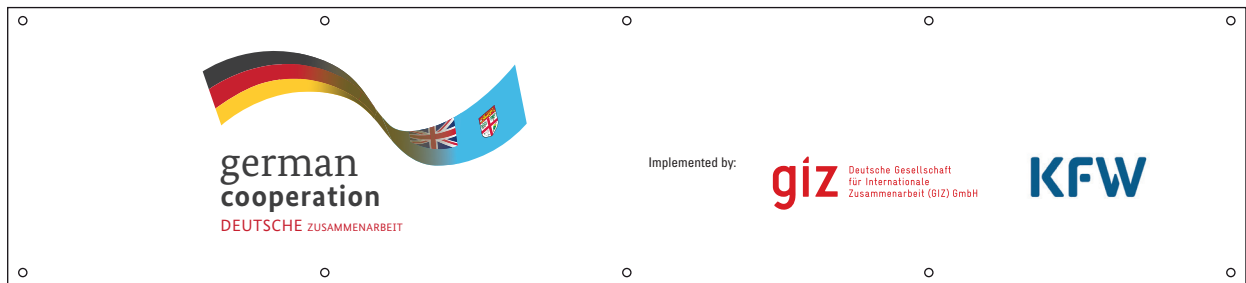
(Scale: Cooperation logo 100%, implementing organization logos and other logos 80%)

These examples show possible ways to use the logo when no relevant guidelines for the situation are provided in the German Government Style Guide.

EXAMPLES OF POSITIONING
in bilateral projects

Example: Signs on development cooperation offices, Mexico City, Mexico
(image size greatly reduced)

Left: Examples of external signs for the office of an implementing organization for German cooperation which is located in the building

Above: Examples of placement when two or more implementing organizations work in the same building

(Scale: Cooperation logo 100%, implementing organization logos and other logos 80%)

These examples show possible ways to use the logo when no relevant guidelines for the situation are provided in the German Government Style Guide.

EXAMPLES OF POSITIONING
in bilateral projects

Example: Implementing organization business card
(image scale 1:1)

**Both sides of the business card are used.**

Front side:

The cooperation logo (bilateral or multilateral version) is positioned in the middle of the front side without any other components present. The distance from the edge of the card on all sides must be at least twice the visual buffer zone (*re. visual buffer zone, see page 7*).

As a rule, the cooperation logo is rendered in CMYK colours.

Information and layout in accordance with the parameters and guidelines of the implementing organization

Back side:

The back side of the card is designed entirely according to the parameters and guidelines of the respective implementing organization.
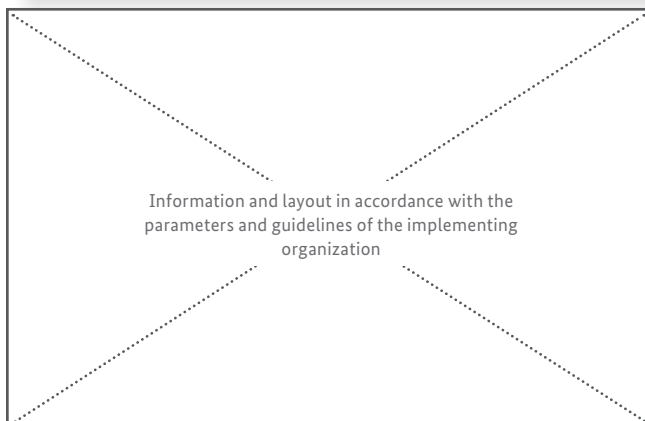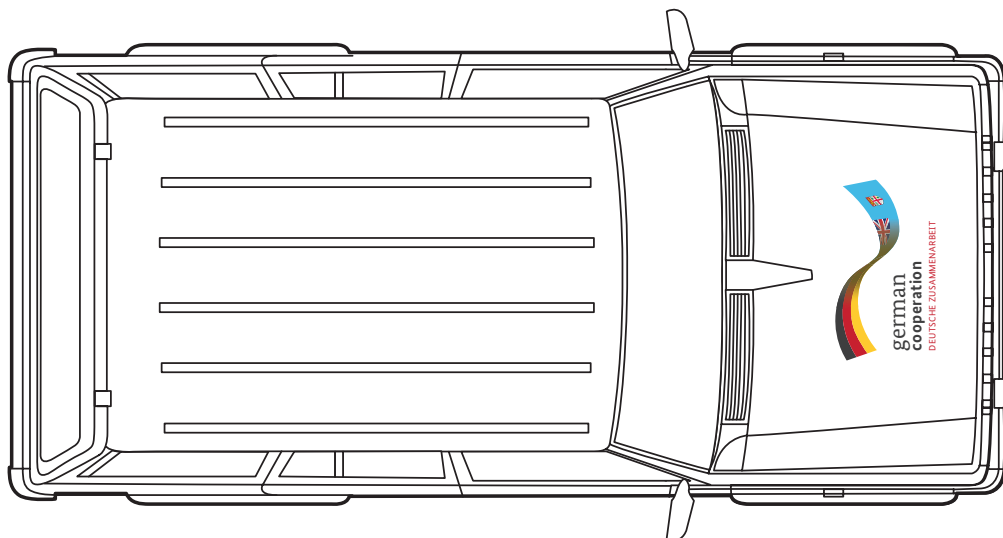

Front side, printed in colour, example of bilateral version for Cameroon, with English as the official language.

In justified, exceptional cases and in coordination with the relevant authorities the multilateral version of the cooperation logo (*see page 5*) can be used.

These examples show possible ways to use the logo when no relevant guidelines for the situation are provided in the German Government Style Guide.

EXAMPLES OF POSITIONING

in bilateral projects

Example: Vehicle lettering

These examples show possible ways to use the logo when no relevant guidelines for the situation are provided in the German Government Style Guide.

USAGE ABROAD
in multilateral projects

INSTRUCTIONS FOR USAGE ABROAD
in multilateral projects

English version:

german
cooperation
DEUTSCHE ZUSAMMENARBEIT

Usage

For multilateral projects (e.g. regional cooperation, collaboration with international organizations) the cooperation logo is, to the extent possible, to be used according to the following parameters:

Combination mark:
• Combination mark version 2 is to be used. This is comprised of the German flag, the word mark "german cooperation" in a language appropriate to the target country/countries, and the German bottom line of text.

Dimensions

See page 10, the combination mark for bilateral projects

INSTRUCTIONS FOR USAGE ABROAD
in multilateral projects

Positioning

- If the guidelines of the German Government Style Guide are not applied, the cooperation logo and the logos of partner organizations (e.g. international organizations, regional organizations) will be equal in size and position.

  If multiple logos are used, these are to be placed in a horizontal row from left to right.

- The logos of implementing organizations (e.g. GIZ, KfW) are to be placed beside or beneath the cooperation logo with the words "implemented by" in the relevant official language. The ratio of 100% of the English cooperation logo to 80% of the implementing organization logo must be adhered to here.

  The font for the additional logo is **Univers 57 Condensed** (alternatively Arial Narrow or Arial Condensed) and the font colour is black (tonal value 100%). Font licenses are to be acquired from specialized dealers, taking into consideration the operating system used.

- For precise specifications on the **dimensions and placement of subordinate additional logos**, see page 11.

- The guidelines for general placement and the visual buffer zone are to be respected *(see pages 6–7)*.

EXAMPLES OF POSITIONING
in multilateral projects

Example: Banner, roll-ups (image size greatly reduced)
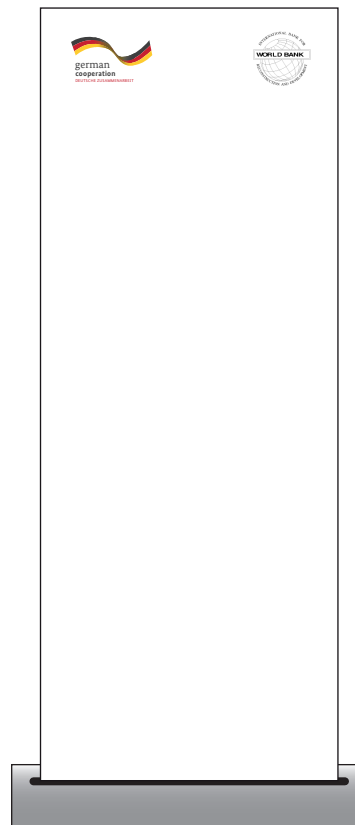
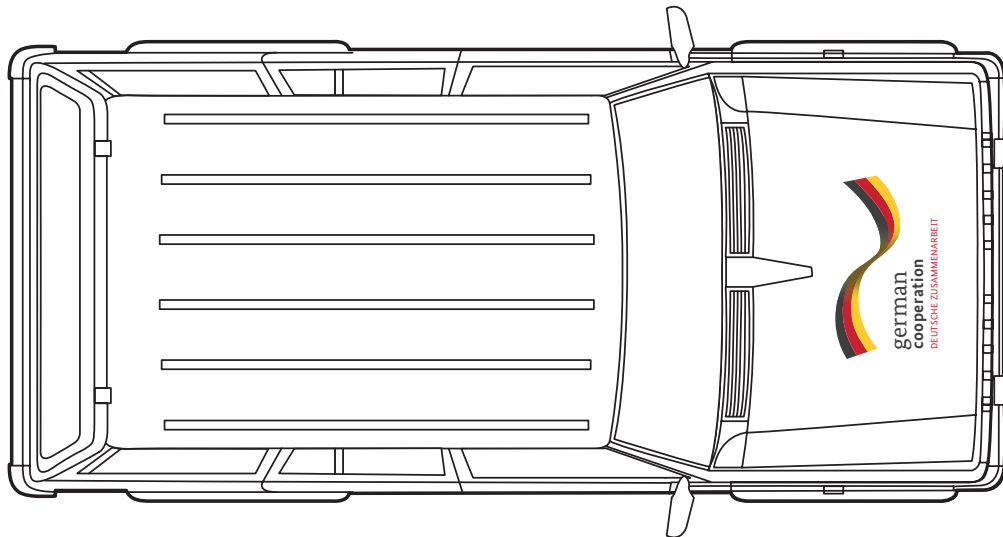
(Scale: Cooperation logo 100%, implementing organization logos 80%, partner logos positioned and scaled to be equal with cooperation logo)

These examples show possible ways to use the logo when no relevant guidelines for the situation are provided in the German Government Style Guide.

EXAMPLES OF POSITIONING
in multilateral projects

Example: Implementing organization (GIZ) vehicle lettering

(Scale: Cooperation logo
100%, implementing
organization logos and
other logos 80%)

These examples show possible ways to use the logo when no relevant guidelines for the situation are provided in the German Government Style Guide.

EXAMPLES OF POSITIONING
in multilateral projects

Example: Giveaways

These examples show possible ways to use the logo when no relevant guidelines for the situation are provided in the German Government Style Guide.

USAGE ABROAD
in unilateral projects

INSTRUCTIONS FOR USAGE ABROAD
IN UNILATERAL PROJECTS

....

English version:

german
humanitarian
assistance
DEUTSCHE HUMANITÄRE HILFE

....

Usage

For unilateral projects (e.g. humanitarian and emergency assistance, crisis prevention), the cooperation logo is used according to the following parameters:
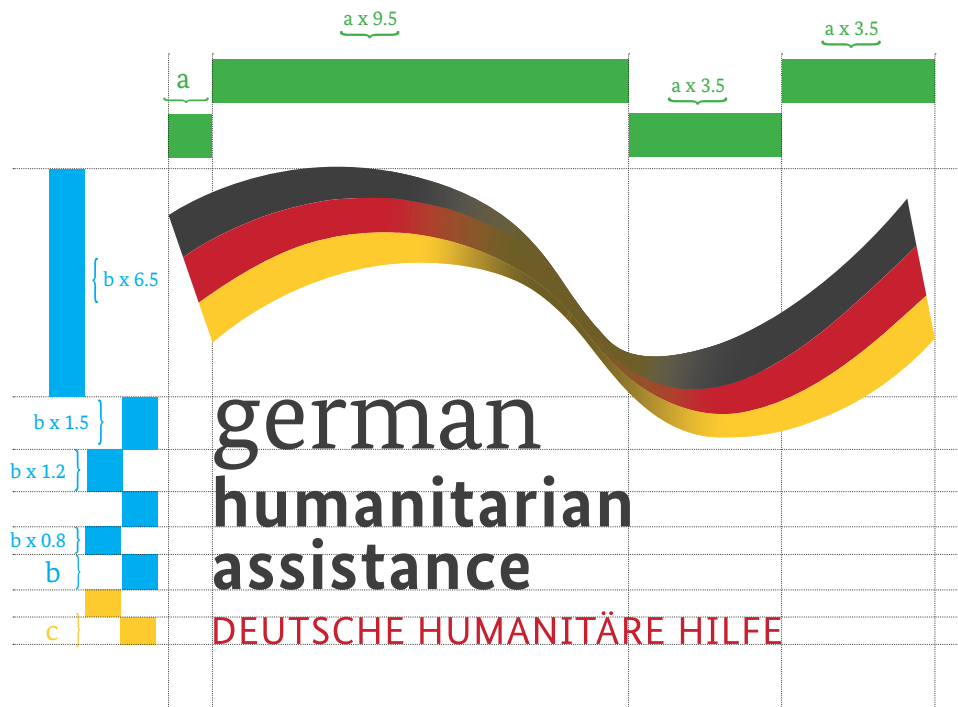
Combination mark:
• Combination mark **version 3** is to be used. This is comprised of the German flag, the English word mark "german humanitarian assistance" and the German bottom line of text.

INSTRUCTIONS FOR USAGE ABROAD
in unilateral projects

Dimensions

a x 9.5

a

a x 3.5

a x 3.5

b x 6.5

b x 1.5

b x 1.2

b x 0.8

b

c

german
humanitarian
assistance
DEUTSCHE HUMANITÄRE HILFE

INSTRUCTIONS FOR USAGE ABROAD
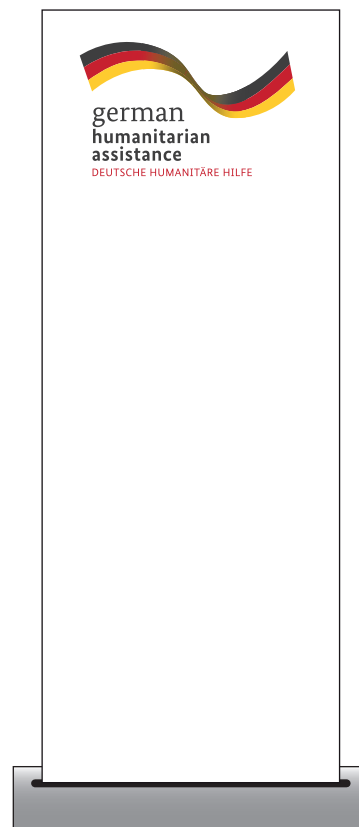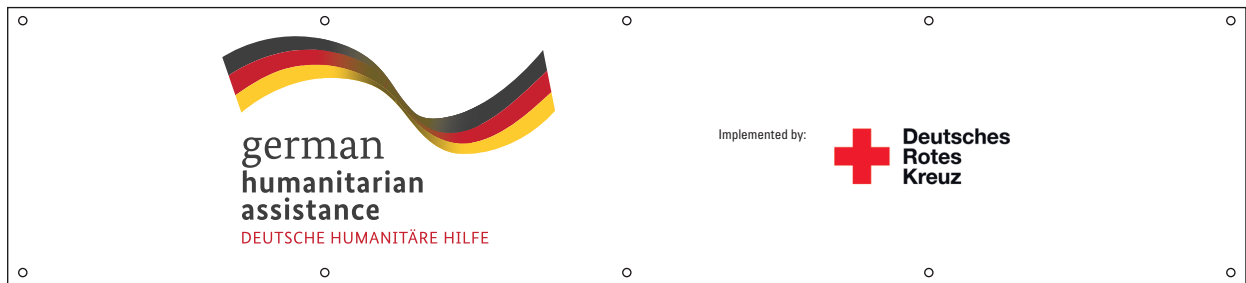## in unilateral projects

Positioning

- The guidelines for general placement and the visual buffer zone are to be respected *(see pages 6–7)*. At a minimum, the cooperation logo should be placed against a plain and – if possible – light-coloured background.

- The logos of funding recipients and humanitarian aid organizations are to be placed beside or below the cooperation logo with the words "implemented by".

  The font for the additional logo is **Univers 57 Condensed** (alternatively Arial Narrow or Arial Condensed) and the font colour is black (tonal value 100%).

- Specific requirements, especially in the context of humanitarian aid or special security conditions, will be taken into account and handled flexibly. In such exceptional cases you should consult with the relevant contact people *(see page 5)*.

EXAMPLES OF POSITIONING
in unilateral projects

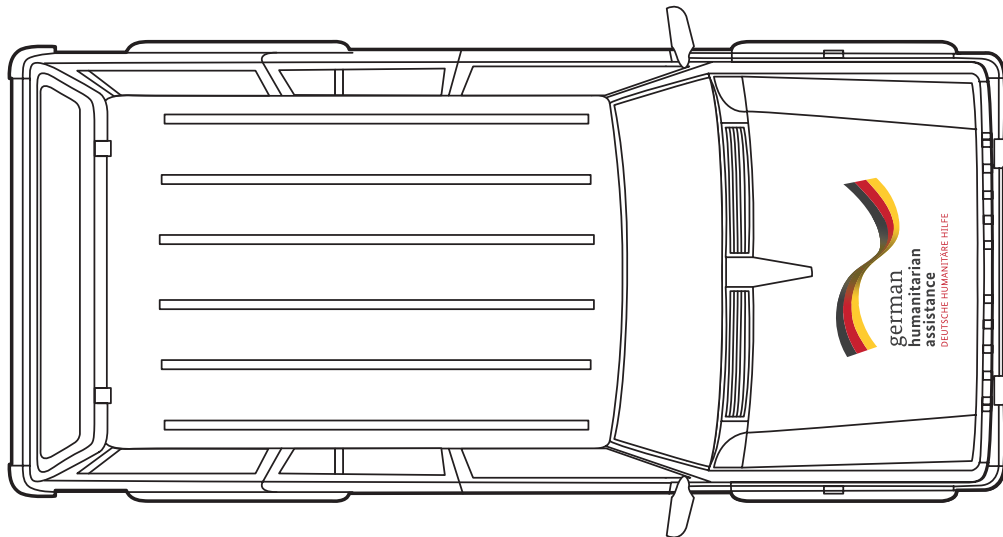**Example: Banner, roll-ups** (image size greatly reduced)

These examples show possible ways to use the logo when no relevant guidelines for the situation are provided in the German Government Style Guide.

EXAMPLES OF POSITIONING
in unilateral projects

Example: Vehicle lettering

These examples show possible ways to use the logo when no relevant guidelines for the situation are provided in the German Government Style Guide.

EXAMPLES OF POSITIONING
in unilateral projects

These examples show possible ways to use the logo when no relevant guidelines for the situation are provided in the German Government Style Guide.

PHOTO CREDITS

cover: © Anterovium – Fotolia.com

page 22:   © Maxim Pavlov – Fotolia.com (Cap)
                © Stephanie Kretschmar – Fotolia.com (Mug)
                © WoGi – Fotolia.com (USB stick)

page 29:   left column (from top to bottom):
                © picture alliance/Cultura; © dpa-Report; © dpa
                right column (from top to bottom):
                picture alliance/Godong; © dpa