



# Visibility Guidelines and Communications Requirements



**Global Risk Financing Facility**

Supporting Early Action to Climate Shocks, Disasters, and Crises

## Introduction:

The Global Risk Financing Facility (GRiF) is a Multi-Donor Trust Fund (MDTF) launched in October 2018, with ~\$286.6 million in pledges and contributions from Germany and the United Kingdom. The World Bank hosts the GRiF Secretariat, which is jointly formed by the World Bank's Disaster Risk Financing and Insurance Program (DRFiP) in the Finance, Competitiveness, and Innovation Global Practice and the Global Facility for Disaster Reduction and Recovery (GFDRR) in the Climate Change Group. The program aligns with the principles of the InsuResilience Global Partnership and adopted its Vision 2025.

GRiF provides grants and technical expertise to test, pilot, and scale up pre-arranged financing instruments that help developing countries safeguard progress and recover more quickly from the financial impacts of climate shocks, disasters, and crises.

## Purpose:

The purpose of this document is to: (i) set out the requirements for all activities that are wholly or partially supported by GRiF to incorporate its visual identity; (ii) provide guidance on appropriate acknowledgment of GRiF support; and (iii) outline requirements for briefings, digital and written material, press conferences, presentations, invitations, signs, commemorative plaques and all other forms of communication and outreach in relation to the program overall or projects financed through GRiF support.

Appropriate acknowledgement of GRiF contributions helps to raise awareness of the program's role in strengthening financial resilience of countries across the globe. At the same time, it supports accountability and transparency on the use of donor funds, which helps sustain the reputation of the program.

These visibility requirements are aligned with [the World Bank Group \(WBG\) Branding and Visual Identity Guidelines](#), as no logos or brand identity that carries the name of the WBG or its member institutions may be created without adhering to the system outlined in those guidelines.

All documents referenced here are available on the WB Intranet (FURL: 'GRiF/').

# Visual Identity Requirements:

## 1. The GRiF logo must be clearly visible on all material.

The GRiF logo is the default visual brand used to acknowledge GRiF financial support. No other visual logo may be used for this purpose. The [Brand Guide](#) sets out how the Logo can be used.

Partners or beneficiaries creating modified logos or any other visual identity marks to be used in conjunction with the GRiF logo, are responsible for following color and typography requirements contained in Brand Guide for any modification. The logo must maintain its aspect ratio and should not be distorted in any form.

The GRiF Banner, which includes the GRiF logo and the logos of partners, may be used in some cases for specific external publications and events when requested by the GRiF Secretariat.

## 2. GRiF financial support must be properly acknowledged.

The facility's support must be acknowledged with clear use of the logo in conjunction with any of the following or a comparable statement:

- "Project X/ Activity X is supported by the Global Risk Financing Facility."
- "With financial support from the Global Risk Financing Facility."
- "The Global Risk Financing Facility supported / financed ..."

All communications materials related to a GRiF-funded project activity must: (i) explicitly acknowledge GRiF support, as previously described; and (ii) share any communications product with the GRiF Secretariat for information (primarily to review compliance with Visibility Guidelines) at least 2 business days before it is published.

This includes digital feature stories, blogs, reports, press releases, interviews, videos, infographics, video animations or other documentation, as well as information on conferences, seminars, trainings, etc.

This enables cross-promotion of content through GRiF and associated digital platforms, including but not limited to globalriskfinancing.org and DRFIP as well as GFDRR channels.



## Communications Requirements:

- 3. World Bank TTLs are requested to encourage Governments to include information about the GRiF-financed activity as relevant, on websites, social media accounts and/or acknowledge through a public statement.**

Governments receiving GRiF funds are encouraged to publicly acknowledge GRiF funding as part of the implementation of the activity being financed. This public statement can be in terms of the funding statement suggested in section 2 of this document.

- 4. Any communications product must be shared with the GRiF Secretariat prior to publication.**

For any public communications material that contain the GRiF logo, especially media material, the GRiF Secretariat should receive a draft for review at least two business days ahead of release/publication for information.

Where relevant, a disclaimer releasing GRiF from any liability in terms of the content of the dissemination materials (for printed materials) should be included: "The sole responsibility of the content in this publication lies with the author. The Global Risk Financing Facility is not responsible for any use that may be made of the information contained therein."

GRiF is entitled to reuse/republish all communications material produced with (either partial or full) GRiF financing.

- 5. Audio-visual and photographic material must comply with these visibility criteria.**

Audio-visual material must comply with the visual identity requirements described in this document and with the logo characteristics as contained in the Brand Guide. GRiF is entitled to use or reproduce all audio-visual and photographic material produced using GRiF funding.

- 6. Requirements for specific communications products for events are set out below.**

- **Advance Notice:** For any external publication or communications, especially related to media materials, the GRiF communications team should receive a draft of the material for review with at least two days' notice.
- **Events:** All communications products used during events that are organized and co-funded by GRiF should include the logo and an appropriate funding statement. This includes launch events, conferences, workshops, seminars, study tours, etc.
- **Media-related activities:** Any media materials or press releases on GRiF funded activities should be coordinated with the GRiF Secretariat prior to release.

The following tables set out the requirements for specific materials produced with GRiF Funding.

### Digital and Printed Materials

Communication Type	Requirements
Feature stories and blogs	<ul style="list-style-type: none"> <li>• Mention of GRiF (spelled out), financing statement and link to <a href="http://GlobalRiskFinancing.org">GlobalRiskFinancing.org</a></li> </ul>
Videos	<ul style="list-style-type: none"> <li>• GRiF logo and financing statement at the end of the video</li> <li>• Mention of GRiF in video description</li> </ul>
Reports & internal project publications	<ul style="list-style-type: none"> <li>• GRiF logo as specified in Brand Guide</li> <li>• Funding statement in acknowledgment page or in the core of the text</li> </ul>
Brochures, information leaflets, fact sheets, newsletters	<ul style="list-style-type: none"> <li>• Logo on front or back cover (header or footer)</li> </ul>
Printed material for conferences, workshops, seminars	<ul style="list-style-type: none"> <li>• Logo on front/back/header/footer (as appropriate)</li> </ul>
Power Point Presentations	<ul style="list-style-type: none"> <li>• Logo on first or last slide of a presentation or in the header / footer of each slide</li> </ul>
Websites	<ul style="list-style-type: none"> <li>• GRiF logo as specified in Brand Guide should be on the front page and ideally visible on every page</li> <li>• Funding statement to acknowledge GRiF support.</li> </ul>

### Events and Activities

Communication Type	Requirements
Project launch, conference, workshop, seminar, study tour, etc.	<ul style="list-style-type: none"> <li>• Inform the GRiF Secretariat, and when appropriate invite to attend and/or contribute</li> <li>• Logo to be printed and displayed in the room, when appropriate.</li> <li>• Display banner/ funding acknowledgement on webpage when there is one</li> <li>• Liaise with GRiF Secretariat prior to event</li> </ul>
Press conference, press release, interviews, media clips	<ul style="list-style-type: none"> <li>• Liaise with GRiF Secretariat to ensure proper clearance and representation</li> </ul>
Post-event	<ul style="list-style-type: none"> <li>• Share proceedings with GRiF Secretariat including press releases, media clips, pictures, stories, etc.</li> </ul>

# Resources

All resources referenced in this document are available on the WB Intranet (FURL: 'GRIF/').

The GRiF Logo:

- [Full GRiF Banner](#)
- [GRiF Logo](#)

The [Brand Guide](#)

# Contacts

For more information and any clarifications please contact the GRiF Secretariat:

Secretariat: [globalriskfinancing@worldbank.org](mailto:globalriskfinancing@worldbank.org)

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