

Communication Guidelines for PacWaste Partners



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1. Introduction

Thank you for reading this communications guidance note for PacWaste Partners.

This short document outlines the branding and approval protocol for communication materials that have been funded – in whole or in part – by the PacWaste project.

Efforts have been made to keep these as simple as possible. Our aim is to provide project partners with creative freedom, while still ensuring that our branding and donor obligations are fully met.

If you have any queries about this document please do not hesitate to get in touch.

Amber Carvan

PacWaste Communications Officer
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2. About the PacWaste project and branding elements

2.1 PacWaste project description

The official PacWaste project description is as follows:

PacWaste is a 7.85 million euro project funded by the European Union and implemented by the Secretariat of the Pacific Regional Environment Programme (SPREP) to improve regional hazardous waste management across the Pacific in the priority areas of healthcare waste, asbestos waste, E-waste and integrated atoll waste management. For more information about PacWaste, please visit **www.sprep.org/pacwaste**

The project description may be translated into a local language if desired.

2.2 PacWaste logo

The PacWaste logo consists of three elements – the PacWaste logo, the SPREP logo and the EU emblem. These three elements are saved together in a single file that must never be altered or changed, without written permission.



2.3 EU disclaimer

As part of our obligations to the European Union, all materials created as part of the PacWaste project must include the following disclaimer:

This has been produced with the assistance of the European Union. Its contents are the sole responsibility of [INSERT NAME OF ORGANISATION] and can in no way be taken to reflect the views of the European Union.

2.4 PacWaste Partners Logo Frieze

In an effort to simplify the branding and approvals process, PacWaste has produced a PacWaste Partners Logo Frieze. This is a single file that includes all the branding obligations that are outlined above.

The frieze is comprised of the PacWaste logos, a link to the PacWaste website, the PacWaste project description and the EU disclaimer. There are two versions of the frieze available, and partners can choose which one best suits their product.

When reproducing the logo frieze, please be careful not to alter it in any way.

The logo frieze may appear at either the top or the bottom of the page. It must be clearly visible and stand out correctly against the background on which it is being reproduced.

PacWaste Partners Logo Frieze (Option 1)



PacWaste Partners Logo Frieze (Option 2)



3. PacWaste partner branding obligations

3.1 Promotional materials

All outward-facing materials (such as posters, flyers, newspaper advertisements and brochures) prepared to promote PacWaste-funded activities must include the following minimum elements:

- PacWaste Partners Logo Frieze

In the event that the format of ; xyour product does not allow for the inclusion of all the elements in the frieze, please contact us to request an exemption.

3.2 Merchandise

Promotional merchandise for activities funded through PacWaste should be branded with:

- PacWaste Logos
- www.sprep.org/pacwaste

3.3 Media releases

Media Releases relating to PacWaste funded activities must include the following minimum element:

- PacWaste project description

Because of their official nature and wide circulation, Media Releases must be vetted by SPREP and European Union prior to release.

3.4 Correspondence

Formal letters from your organisation that relate to PacWaste funded activities must include:

- PacWaste project description

PacWaste logos or letterhead are not to be used on any official correspondence unless you have approval from the PacWaste Communications Officer.

3.5 Radio broadcast

The close of any pre-recorded CSAs or radio advertisements must include:

- PacWaste project description

3.6 Television broadcast

The close of any pre-recorded television advertisements or CSAs must include a slide that contains:

- PacWaste Partners Logo frieze

3.7 Social media

Please ensure that any Facebook posts related to PacWaste activities or promotion include:

- #PacWaste
- #PEIN
- #EuropeanUnion
- www.sprep.org/pacwaste

Tweets should include mentions to:

- @sprepchannel
- @EUPasifika

4. PacWaste Partners Approval Process

Please note that prior to release, materials need to be run through the PacWaste Partners Approval Process as per the table below.

CHANNEL	ESSENTIAL ELEMENTS	APPROVALS	TURNAROUND
Promotional Materials	PacWaste Partners Logo Frieze	PacWaste Communications Officer	24 hours
Merchandise	PacWaste logos	PacWaste Communications Officer	24 hours
Media Releases	PacWaste project description	PacWaste Communications Officer will coordinate approval from the EU	72 hours
Correspondence	PacWaste project description	Not required	–
Radio broadcast	PacWaste project description	PacWaste Communications Officer	24 hours
Television broadcast	PacWaste Partners Logo Frieze	PacWaste Communications Officer	24 hours
Twitter	@sprepchannel @EUPasifika	Not required	–
Facebook	#PacWaste #PEIN #EuropeanUnion www.sprep.org/pacwaste	Not required	–

5. Co-branding

Partners contracted through PacWaste are permitted to co-brand materials funded through PacWaste.

When co-branding, partner logos may be displayed on a separate line.



Partner logos may also appear on the same line, provided there is a distinct space between the PacWaste logos and the partner logos.



All co-branded materials must be approved by the PacWaste Communications Officer.

6. Resources and more information

All PacWaste logos and the PacWaste Partners Logo Frieze can be downloaded from the following location:

» PacWaste Logo Elements

If you have any questions, please contact Amber Carvan
(PacWaste Communications Officer) at amberc@sprep.org

