

Asia LEDS Partnership Branding Guidelines

LOGO USE

Use by ALP Members

General Rule

An event or publication proposed to be ALP-branded should be first reviewed by the ALP Secretariat, to ensure its contents and objectives are consistent with the ALP mission, values, annual work plan, and the other Guiding Principles outlined below. To request permission, please send an email to ALP Secretariat, at secretariat@asialeds.org. If the Secretariat determines that further review is necessary, the ALP Co-Chairs will be asked to review, and if there is still uncertainty, the full ALP Steering Committee will be asked to review the request as well. In cases of review by the Steering Committee, if there is no objection from any Steering Committee member, the request will be granted. Responses to requests will be provided as soon as possible, usually within 2-3 working days.

Guiding Principles

- An ALP-branded activity, event, or publication should align with the focus areas of the Asia LEDS Partnership—to enhance coordination, information exchange, and cooperation among programs and countries working to advance low-emissions development in Asia.
- The event or initiative should be led or co-led by an ALP member, and be open to participation by at least some ALP members.
- The activity, event, or publication should align with the brand attributes and brand messages as outlined above.
- ALP-branded events, activities, and capacity building should promote regional learning and knowledge sharing.
- Brand elements outlined in the *ALP Brand Identity Guidelines* must be adhered to.

Use by ALP Partners and other Organizations

General Rule

Third parties may only use the ALP logo and other brand elements after receiving prior written permission from the ALP Secretariat.

If written permission is given, please ensure adherence to these *ALP Brand Identify Guidelines*, for example, in relation to the size, color scheme, typeface, and prominence of the ALP Brand Identity Guidelines.

Permissions from the ALP

a) If you already have written permission from the ALP Secretariat

If you already have written permission from the ALP which allows use of some ALP Brand Elements, that permission governs rights to use those ALP Brand Elements, in addition to these Guidelines.

b) If you do not have written permission from the ALP Secretariat

If you do not already have a written permission from the ALP which governs your proposed use of the ALP Brand Elements, you must request prior written permission from the ALP Secretariat for the proposed use of the relevant ALP Brand Elements, as explained below.

To request permission, please send an email to the Asia LEDS Partnership Secretariat, at secretariat@asialeds.org. Your request should provide details of which ALP Brand Elements you wish to use, as well as a detailed proposal of how those elements will be used. It is recommended that this request be submitted **two weeks** in advance of proposed use.

Use of the ALP Brand Elements is not permitted until permission is granted. Any change to your initial proposal requires that an additional request for that use.

If permission is given from the ALP to use any ALP Brand Elements, these Guidelines govern that use, in addition to any specific requirements set out in the permissions. The ALP reserves the right to withdraw its permission to use the ALP Brand Elements at any time, whereupon the user agrees to immediately cease any and all use of the relevant ALP Brand Elements.

Any permission the ALP gives is subject to the ALP retaining all right, title and interest in and to the ALP Brand Elements. In addition, all goodwill arising out of any use of the ALP Brand Elements by you will be for the sole benefit of the ALP.

Co-branding

a) ALP

The ALP may collaborate in many different ways with other organizations. Sometimes the ALP takes the primary or leadership role in these efforts. In others, it may be equal partners and simply a supporting organization. Communication materials relating to these efforts are usually “co-branded” with the names and logos of all participants. The role played by the ALP will determine how its logo appears on co-branded print and electronic communications.

Here are some rules of thumb for applying the ALP logo when developing communication materials in collaboration with entities that are not part of the ALP.

When the ALP is the lead partner:

- ALP complete logo is most prominent.
- Follow ALP visual identity guidelines.

When the ALP is an equal partner:

- ALP complete logo is displayed equally with partner logo/s in both size and location.
- Follow ALP visual identity guidelines if possible.

When the ALP is a support partner or affiliated partner:

- Lead partner logo is most prominent.
- ALP logo may be less prominent.

- Follow partner's brand guidelines without violating the ALP visual identity guidelines.

b) ALP Members

When partners contribute to the ALP, they may include their organization's logo in a secondary position to the ALP's logo for print and online communications. The ALP logo must always appear in entirety, without any modification.

In order to maintain the value of the ALP brand and logo, please follow the visual identity guidelines. Refer to pages 13-19 of Section 4: Publications in the *ALP Visual Branding Guidelines* for examples on partner logo co-branding. To request high-resolution versions of the ALP logo, please email: secretariat@asialeds.org

- **Full color:** When printing materials in full color, always use the Full Color logo in the approved ALP branding colors.
- **One color:** When printing materials in one color, use the One Color Black logo in the approved ALP branding colors.
- **Non-ALP colors:** When printing collateral materials in one color or two colors other than the approved ALP branding colors, always use the One Color Black logo. Never print the ALP logo in any colors other than the approved ALP branding colors or black.

How to use the ALP Brand Elements properly

The guidelines set forth in the *ALP Visual Branding Guidelines* must be adhered to.

General

The ALP reserves the right to modify these Guidelines at any time. The ALP also reserves the right to withdraw permission for or otherwise prohibit your use of the ALP Brand Elements, if such use does not conform to these Guidelines and other terms we set from time to time. The ALP will not be liable in relation to any loss/damage caused by modification of these Guidelines.

BY USING ANY OF THE ALP BRAND ELEMENTS, YOU EXPRESSLY ACKNOWLEDGE THAT YOU HAVE READ THESE ALP BRANDING GUIDELINES, UNDERSTAND AND ACCEPT THE RIGHTS, OBLIGATIONS, TERMS AND CONDITIONS SET FORTH HEREIN, AND EXPRESSLY CONSENT TO BE BOUND BY THESE TERMS AND CONDITIONS.

Asia LEDS Partnership Secretariat. Last revised: December 31, 2013