

BCFs Logo and Branding Guidelines

The Biodiversity Challenge Funds (BCFs) consists of three competitive grant funds: [Darwin Initiative](#), [Illegal Wildlife Trade \(IWT\) Challenge Fund](#), and [Darwin Plus](#).

This document sets out the logo, branding and funding acknowledgement requirements for project-related communication, promotion, and publicity materials. The guidance applies to all formats and channels, including (but not limited to):

- Reports
- Digital content (including social media)
- Printed materials
- Promotional merchandise
- Presentations
- Certificates
- Press releases
- Media statements

This guide covers any external communication about the project, whether shared directly by your organisation or on your behalf. We ask that all online and offline communications relating to the project follow this guidance.

Projects are expected to follow the branding requirements set out in this guidance. However, there is no requirement to seek prior approval from the BCFs team for communication, promotion, or publicity materials.

For full publicity requirements, please see the Biodiversity Challenge Fund Terms & Conditions which can be found under Resources on all three fund websites. If you have any questions relating to this, get in touch with us at BCF-Comms@niras.com.

1. Funding acknowledgement statement

Projects are required to include the following acknowledgement of funding in written and spoken communications about the project, including public presentations: *"funded by the UK Government through ['Darwin Initiative' / 'Illegal Wildlife Trade Challenge Fund' / 'Darwin Plus']"*.

Where space allows, and where other donors are acknowledged, this statement should be included. It should also be included on all branded materials. However, inclusion is not mandatory where space is limited (for example, on items such as pens).

This funding acknowledgement statement may be translated into local languages where required, and adapted slightly to suit the context, provided the core message remains unchanged. Support is available from the BCFs team if further guidance is needed.

2. Fund-specific logo

Projects are required to use the logo of the fund from which they received funding. For example, if your project is funded by the Darwin Initiative, then you should use the Darwin Initiative logo – this project should not include the other funds logos (IWT Challenge Fund or Darwin Plus) as they are not relevant.

Fund logos can be found on the Project Publicity page under Resources on all three fund websites ([Darwin Initiative](#), [IWT Challenge Fund](#), [Darwin Plus](#)).

There are two downloadable versions of each fund’s logo - one in black and one in white. Projects can choose which would be the most suitable option for their specific application, see below for guidance on this.

Exception to the rule: if the item is too small to include the logo (e.g. pens), then having the name of the fund printed out as text on the item would be an acceptable substitute.

3. UK International Development logo

In accordance with the [latest guidance from the UK Government](#), all BCFs projects are required to use the UK Development (Dev) logo where possible. Where space allows, and where other donor logos are shown, both the fund logo and the UK Dev logo should be used. This logo should be used in addition to the fund-specific logo. The fund logo should be first (left) and the UK Dev logo second (right).

The UK Dev logo is not currently available on the fund websites. The BCFs Comms team can provide copies of this logo on request. Please submit requests to BCF-Comms@niras.com.

4. Biodiversity Challenge Funds logo

Projects should not use this logo; it is only used by the BCFs team for BCFs communications.

5. Logo layout guidelines

Biodiversity Challenge Fund logos



Space around logo



Maintain clear space around the logo, equal to at least one quarter of the logo width, on all sides. No elements may intrude into this space - see the coloured guides below for reference.



UK Dev logo



The fund logo should be on the left and the UK Dev logo on the right.

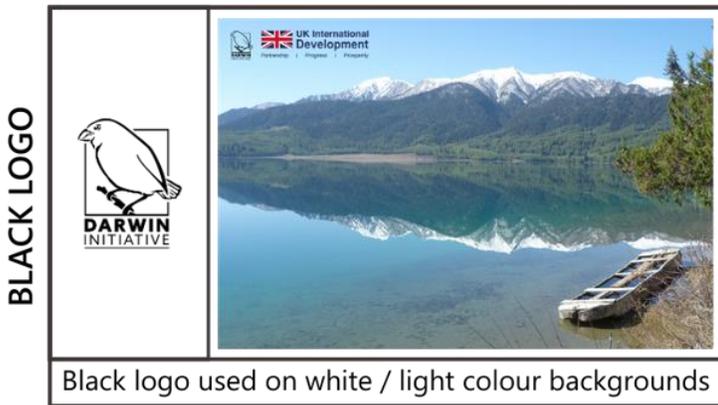


The UK Dev logo should be placed next to the space around fund logo.



Align the top and bottom of the logos so they are the same height.

Logos colour guidance



Logos and funding acknowledgement statement

