



## Branding Policy

### 1. Purpose

The purpose of this Branding Policy is to protect the integrity of UNNATI Organisation for Development Education's brand by ensuring consistent, professional, and appropriate use of the company's brand elements in all communications, both internal and external. This policy provides guidelines for the use of logos, colours, typography, and other branding materials to maintain a cohesive identity across all platforms.

### 2. Scope

This policy applies to all employees, contractors, suppliers, partners, and third-party vendors who create, produce, or distribute communications on behalf of UNNATI. It covers all forms of communication, including but not limited to print, digital media, websites, social media, presentations, and advertising materials.

### 3. Branding Elements

The following brand elements are covered under this policy:

- Logo: The official company logo(s) and any sub-brand logos.
- Colour Palette: The official colour scheme used in all branding materials.
- Typography: The fonts and typeface styles designated for use in all communications.
- Taglines and Slogans: Official taglines, slogans, or catchphrases associated with UNNATI.
- Imagery and Design Assets: Approved images, icons, illustrations, and other visual assets.

### 4. Policy Statement

UNNATI's brand is a valuable asset that represents the organization's identity, reputation, and values. It is essential that all branding materials are used consistently and in accordance with the established guidelines to ensure brand integrity and recognition. No unauthorized changes to the company's brand elements are allowed without approval from the Director.

### 5. Logo Usage Guidelines

The company logo is a critical part of the brand's identity and must always be used in its approved form. Specific guidelines include:

- Approved Versions: Only approved versions of the logo, including colour and black-and-white versions, may be used.
- Clear Space: Ensure a minimum amount of clear space around the logo to maintain its integrity.
- Size: The logo should never be resized smaller than 1 sq. inch to ensure legibility.
- Placement: The logo must be placed in a prominent and appropriate position on all materials.

- **Prohibited Modifications:** Do not alter the logo in any way, including changes to colour, proportions, or elements. The logo should not be skewed, stretched, or combined with other graphics unless pre-approved.

## **6. Imagery and Visual Assets**

Approved imagery, icons, illustrations, and design elements should be used in all UNNATI materials. Any custom visual content must be aligned with the company's brand aesthetics and values. Stock imagery should be used sparingly and must align with the company's tone and message.

## **7. Digital and Social Media Branding**

The brand's online presence, including websites, social media platforms, and digital advertising, must adhere to the same guidelines as print and traditional media. Specific requirements for digital media include:

- **Social Media Profiles:** Ensure that profile pictures, cover images, and any other visuals are consistent with brand guidelines.
- **Post Graphics:** All social media graphics should use the approved colour palette, typography, and logos.
- **Website Design:** Ensure that all web design components, from navigation to imagery, reflect the brand's identity consistently.

## **8. Co-Branding and Partner Logos**

If UNNATI is working with third parties, partners, or funder, co-branding guidelines must be followed. This includes:

- **Placement:** Partner logos should be placed in designated areas without overshadowing the UNNATI.
- **Approval:** All co-branded materials must be approved by the UNNATI.

## **9. Branding Violations**

Failure to adhere to the branding guidelines outlined in this policy can result in confusion, misrepresentation, and dilution of UNNATI's brand. The following are considered branding violations:

- Using an unapproved logo, colour scheme, or font.
- Altering the logo or other brand elements without permission.
- Creating inconsistent digital or print materials that do not align with the brand.

Employees or partners who violate the branding policy will be subject to corrective action, which may include re-designing materials, training, or disciplinary measures.

## **10. Approval Process**

All materials that use UNNATI's branding elements must be reviewed and approved by Policy Steering and Compliance Committee (PSCC). This includes but is not limited to advertisements, brochures, digital content, and packaging. Major campaigns or rebranding efforts require approval from senior management.

## **11. Employee Responsibilities**

All employees are responsible for ensuring that their use of branding elements complies with this policy. Employees should:

- Familiarize themselves with the brand guidelines.
- Seek approval for any new materials or deviations from the guidelines.
- Report any unauthorized use of the brand to the Policy Steering and Compliance Committee.

## **12. Training and Awareness**

UNNATI will orient all relevant employees, contractors and partners on the branding policy. Regular updates and workshops will be offered to ensure that everyone understands the importance of maintaining brand consistency.

## **13. Monitoring and Review**

This Branding Policy will be regularly monitored and reviewed by the Policy Steering and Compliance Committee and the Director to ensure its effectiveness. Any changes or updates to the policy will be communicated to all relevant stakeholders.

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### **Approved by:**

Binoy Acharya  
Director

December 31, 2024