



Biodiversity Challenge Fund Logos and Branding Guidelines August 2023

The Biodiversity Challenge Funds consists of three competitive grant funds: Darwin Initiative, Illegal Wildlife Trade Challenge Fund and Darwin Plus.

This document sets out guidelines that all projects should comply with when acknowledging project funding or when using any of the Fund logos and or UK International Development (UK Dev) logo. This guidance applies to all forms of document, certification, merchandise or presentation, including both online and offline / printed materials.







Requirements:

All Biodiversity Challenge Fund projects are contractually required* to include acknowledgement of funding in any materials that refer to the project and in any written or spoken public presentations about the project. All projects should do this by using the following statement: "funded by the UK Government through ['Darwin Initiative' / 'Illegal Wildlife Trade Challenge Fund' / 'Darwin Plus']."

All projects are expected to use the fund logo for the fund they were awarded funding by, and where space allows and/or when the logos of other donors are used, the UK Dev logo. E.g. if your project is funded by the Darwin Initiative fund, then you should use the Darwin Initiative logo and where possible the UK Dev logo - do not also include the IWT Challenge Fund or Darwin Plus logos as these are not relevant to your funding.

There are two versions of each fund's logo, one in black and one in white. The logos are available in different formats (e.g. JPG and PNG). Projects can choose which would be the most suitable option for their specific application.

Fund logos can be found on each fund's website under Resources or by clicking the relevant fund name in the table below. Please see the examples of each fund's logos below:

Fund	Black Fund Logo on White / Light Colour Background	White Fund Logo on Black / Dark Colour Background
<u>Darwin Initiative</u>		
<u>Illegal Wildlife Trade Challenge Fund</u>		
<u>Darwin Plus</u>		

UK International Development (UK Dev) Logo Requirements

In accordance with the [latest guidance from the UK Government](#) all Biodiversity Challenge Funds (BCFs) projects are required to use the UK Dev logo. The previous guidance was for project to use the UK Aid logo (as seen in the BCFs current Terms & Conditions).

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










Where space allows and where other donor logos are shown, both the fund logo and the UK Dev logo should be used. Please note that only the original colour version of the logo with a white background may be used.

When there is space for both logos, the fund logo should be first (left) and then the UK Dev logo (right) and top and bottom line of both logos must be aligned as shown below.

Fund	Layout for Fund Logo + UK Dev Logo
Darwin Initiative	  UK International Development Partnership Progress Prosperity
Illegal Wildlife Trade Challenge Fund	  UK International Development Partnership Progress Prosperity
Darwin Plus	  UK International Development Partnership Progress Prosperity

Summary:

The table below summarised the three ways in which projects can acknowledge their funding. From ideal acknowledgement (left) to the basic requirement (right) where it is acceptable to use the written statement only if there is not enough space for logos.

Optimal	Good	Required
<p>Fund Logo + UK Dev Logo (especially where other donor logos used) + Written Statement: "Funded by the UK Government through..."</p>	<p>Fund Logo + Written Statement: "Funded by the UK Government through..."</p>	<p>Written Statement: "Funded by the UK Government through..."</p>
  UK International Development Partnership Progress Prosperity Funded by the UK Government through Darwin Initiative.	 Funded by the UK Government through Darwin Initiative.	<p>Funded by the UK Government through Darwin Initiative.</p>
  UK International Development Partnership Progress Prosperity Funded by the UK Government through the Illegal Wildlife Trade Challenge Fund.	 Funded by the UK Government through the Illegal Wildlife Trade Challenge Fund.	<p>Funded by the UK Government through the Illegal Wildlife Trade Challenge Fund.</p>
  UK International Development Partnership Progress Prosperity Funded by the UK Government through Darwin Plus.	 Funded by the UK Government through Darwin Plus.	<p>Funded by the UK Government through Darwin Plus.</p>

*For full information on publicity requirements, please see the Biodiversity Challenge Fund Terms & Conditions. If you have any questions relating to this, get in touch with us at BCF-Comms@niras.com.