



Visibility guidelines for JOA partners

Updated June 2023

JOA is delighted to be working with your organisation. As part of our partnership, we would like to (and would also like you to) undertake communications activity that enables us to profile our partnership, and to share updates on both the great work being carried out and the positive, sustainable change that the work facilitates. Below is a set of guidelines and requests that we expect all our partners to follow. Should you have any questions, please do get in contact with us via enquiries@joa.je.

- All programmes funded or part-funded by JOA must be acknowledged by the grant recipient in any interview, public presentation, literature or media releases where the project is mentioned. Acknowledgement should be given to Jersey Overseas Aid and the people of Jersey, with the JOA logo used where appropriate.
- The grant recipient must not publish or make public any material referring to the value of the grant or the terms of the grant agreement without the prior written agreement of JOA.
- Lasting project-funded inputs (such as vehicles, wells, training materials etc.), communications (including publications and websites) and display materials (posters, t-shirts, project signboards, banners etc.) should display JOA's logo, the words 'Jersey Overseas Aid', and (if there is space) the legend 'Supported by the People of the Island of Jersey'.
- The grant recipient agrees to provide JOA with a publishable project overview (how the project is progressing) and a case study featuring an individual or community, to include images relating to the project, every year. This should be received by 31st December each year. It is the responsibility of the grant recipient to ensure that it meets the requirements of UK data protection legislation and that appropriate consents under UK law are obtained for print, online, and media publication.
- The grant recipient agrees, with reasonable notice, to participate in and assist with promotional activities relating to the project that may be instigated and/or organised by JOA, including any press or media activities or recording of video footage.
- The grant recipient agrees to produce at least one social media post regarding the project, to coincide with interim reporting, so that the post can contain updates on project progress/successes. This needs to be approved by JOA's communications and engagement officer, Lisa Downes (l.downes@joa.je) prior to sharing on platforms. JOA's social media handles must also be included:
 - Twitter: @JerseyOAC
 - LinkedIn: @jersey overseas aid
 - Facebook: @jerseyoverseasaid

- Instagram: @jerseyoverseasaid
- Where possible, if the grant recipient can obtain video footage of the project, or filmed interviews with project partners and community members, JOA would appreciate the opportunity to re-use this footage, crediting the videographer and partner organisation.

Using our brand

High-resolution versions of the JOA logo can be downloaded from the website here: <https://joa.ie/about-us/key-policies-publications-documents/> - under 'Media Assets'.

Primary Colour:



- Hex: #0098ff
- RGB: 0, 152, 255
- CMYK: 100, 39, 0, 0

Secondary Colours:

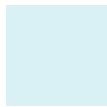
When using secondary colours for icons, ensure they provide sufficient contrast against the background to ensure visibility and accessibility.



- Hex: #f7984c
- RGB: 247, 152, 76
- CMYK: 0, 38, 69, 3



- Hex: #1b3549
- RGB: 27, 53, 73
- CMYK: 63, 27, 0, 71



- Hex: #d9f1f5
- RGB: 217, 241, 245
- CMYK: 12, 1, 0, 4

You may use these colour representations as a reference in your design work.