

## Key points

- The Somalia Humanitarian Fund (SHF) encourages all partners to promote their work and assistance funded by the SHF.
- Partners are encouraged to be in touch with OCHA Somalia (Humanitarian Financing Unit – HFU) to maximize the impact of their communication efforts around SHF.

## 1. Minimum visibility requirements: Implementing Partners

### *Before implementation*

- At the time of allocation announcement, implementing partners are encouraged to:
  - Tweet and tag [@shf\\_somalia](#) and possibly link to SHF website - [www.unocha.org/somalia/shf](http://www.unocha.org/somalia/shf)
  - Post on Facebook, and/or link to the SHF website
  - Refer to the SHF support in external materials at the country, regional and HQ levels (if issued).
  - Refer to SHF support in your press releases country, regional and HQ levels (if issued).

### *During implementation*

- During the project implementation or immediately after, partners are encouraged to:
    - Collect the **audio-visual material** throughout the project cycle for agency internal usage or to be shared with SHF/HFU. The audio visual materials should focus on
      - specific assistance and relief aid funded by SHF,
      - the affected population assisted through SHF-funded activities,
      - SHF visual branding (if used).
- When sharing photos...**

Every photo needs to be accompanied by proper captions and credits. A short description of who is on the picture (if possible provide names), is critical. It must also include the name of the place where it was taken, and a date.

A short description of what is shown on the picture (e.g. a distribution of NFIs funded by the Somalia Humanitarian Fund...).

Photos can be submitted in a document (with captions) and as **high quality image files**.
- Refer to the SHF as the source of funding in public external materials (i.e. SitReps, monthly and weekly reports, press releases, annual reports) that refer to the funded projects, as well as in the interviews, events etc. by:
    - Ensuring that the SHF is mentioned in the text;
    - Using, where applicable, SHF visual branding (see point 2, below).
  - Produce dedicated stories and visual material and, in particular,
    - Tag / link to SHF (and subsequently notify OCHA Somalia – Humanitarian Financing Unit);
    - Collaborate with the OCHA Somalia – Humanitarian Financing Unit on the production of stories and materials.

- Indicate at the implementation site that the project is supported by the SHF, by using the appropriate tags and visuals (see below).
- Standard text / lines to be used by partners when promoting the SHF:
  - “Funded by the Somalia Humanitarian Fund (SHF)”
  - “Supported by the Somalia Humanitarian Fund (SHF)”
  - “Funded by the SHF”
  - “Supported by the SHF”
  - If viable, refer to the project number.

#### *After implementation / reporting stage*

- At the reporting stage, the implementing partners are encouraged to collect and submit the audio-visual material with the final report on the use of SHF grants.

## 2. SHF “branding” and visuals

- SHF branding introduces a consistent and recognizable SHF colour-scheme, which builds on OCHA-blue (CMYK: C=90, M=57, Y=0, K=0 ; RGB / hex: #1a6eff ; Pantone 660 C); and the SHF wordmark, which is used in combination with the UN emblem.
- The wordmark spells out the acronym (“SHF”) and the complete name (“Somalia Humanitarian Fund”) in a distinct manner.
- The wordmark should not be scaled to less than 5cm (width). **It should never be modified.**
- It can be downloaded [click the link to download] here in [AI](#) [PDF](#) [JPG](#) [PNG](#) [DOC](#) formats



## 3. Some practices and messages that need to be avoided

- SHF allocations should **never be referred to as “funding from OCHA”**. While OCHA manages SHF, the decision allocations are approved by the Humanitarian Coordinator based on jointly identified priorities by humanitarian partners in Somalia.
- Do **not use the old CHF logo** and **do not reproduce the OCHA logo** at the project implementation sites or on printed materials; and **do not modify SHF wordmark**.
- While ensuring SHF visibility, partners should not refer to or use branding materials from individual donors to SHF. If you wish to further highlight SHF donors, please be in touch with OCHA Somalia – Humanitarian Financing Unit.
- SHF is not a donor and should not be referred to as one.
- SHF does not implement projects.

**For more information** and for more detailed and context-specific guidelines on SHF messaging, all stakeholders are strongly encouraged to get in touch OCHA Somalia (Humanitarian Financing Unit):

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