About this guidance

The purpose of this document is to provide further guidance to grant recipients on the practical implementation of their visibility and communications obligations. To be most effective, all visibility and communications efforts should be undertaken in close cooperation with the ISEAL Innovations Fund administration team.

The obligation to visibly recognise the donors’ is passed on to grant recipients under Section 8 (Communications and Visibility) of each grant agreement.

Note that where a grant recipient works through a third party – i.e. provides sub-grants to other entities - these visibility and communications obligations remain fully applicable, and should be passed on in full to that party.
Introduction

The ISEAL Innovations Fund supports sustainability standards to improve their effectiveness, efficiency, and value through piloting innovative practices and tools. Many of our grants have been possible thanks to the generous support of our principal donor, the Swiss State Secretariat for Economic Affairs SECO. Visibility for donor entities supporting the fund is a contractual obligation to which all grant recipients need to comply.

With some grants, other donors such as DFID, the Walton Family Foundation, and the David & Lucile Packard Foundation may also need visibility. Grant recipients will be notified should this be the case, and co-branding may be required.
Providing visibility to the ISEAL Innovations Fund and SECO

The ISEAL Innovations Fund does not have a logo and grant recipients should not attempt to create one by amending the ISEAL Alliance logo or by any other means.

The ISEAL Secretariat sees the visibility of the fund’s principal donor as having important benefits for funded projects. Donor visibility provides transparency, demonstrates relevance, and facilitates new partnerships and funding opportunities for grant recipients.

When acknowledging the fund, grant recipients are required to provide visibility to the funds principal donor, SECO.
Providing visibility to the ISEAL Innovations Fund and SECO

Support from the ISEAL Innovations Fund and SECO should be acknowledged in the following circumstances:

• Workshops, presentations and ceremonies;
• Project outputs;
• Digital and physical assets.

SECO branding must be used in accordance with their visibility and communications guidance, summarised in Annex 1 of this document.
Visibility in workshops, presentations and ceremonies

When grant recipients or implementing partners present their project at an in-person or online event, visibility should be provided to the ISEAL Innovations Fund and SECO. Visibility should be provided at the start of the event.

On title slides (where applicable): The SECO logo should always be positioned either on the left hand side of the slide, or above the grant recipient’s logo.

Spoken (where applicable): The support of the ISEAL Innovations Fund and SECO should be acknowledged.

E.g. ‘This project was possible thanks to a grant from the ISEAL Innovations Fund, which is supported by the Swiss State Secretariat for Economic Affairs SECO’. 
Example of a title slide with suitable donor visibility
Example of a title slide for a project where grant recipients may be required to provide visibility to multiple donors
Visibility and disclaimers in project outputs

All projects supported by the ISEAL Innovations Fund will have certain project outputs as deliverables. All publications and other materials produced should include donor visibility and the disclaimer below on the front page, or inside front cover:

Disclaimer: The views expressed in this publication are those of the author(s) and do not necessarily represent those of the ISEAL Secretariat, ISEAL members, or donor entities to the ISEAL Innovations Fund.
Visibility in project outputs – reports and publications

Reports produced over the course of the project should acknowledge the support of the ISEAL Innovations Fund and SECO on either the first page, inside front cover, or back page of the report. Examples from existing reports include:
Visibility in project outputs - websites

On websites, visibility can be provided at the bottom of the landing page, or in a dedicated section that refers to funders. Text references to the ISEAL Innovations Fund should be hyperlinked, directing its audience to the following URL - https://www.isealalliance.org/fund

If the SECO logo is hyperlinked, the following URL must be used – https://www.seco-cooperation.admin.ch

The example below is taken from the Global Living Wage Coalition’s landing page.

The creation of this portal was possible thanks to a grant from the ISEAL Innovations Fund, which is supported by:

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Federal Department of Economic Affairs, Education and Research EAER
State Secretariat for Economic Affairs SECO

Swiss Confederation
Visibility in physical and digital assets

Throughout the course of a project, various assets will be produced to support project objectives. These may include:

• Research reports
• Blogs
• Webinars / video recordings
• Press releases
• Banners / flyers / promotional materials
Visibility in physical and digital assets

The preferred option for providing visibility in physical and digital assets is to place the SECO logo in a prominent position on the asset (in line with annex 1). Where this is not possible, the following text should be included in a prominent position on the asset:

‘This project was possible thanks to a grant from the ISEAL Innovations Fund, which is supported by the Swiss State Secretariat for Economic Affairs SECO’.
Checklist for grantees

☐ Read this visibility guidance in full and apply it to your project;
☐ Ensure your communications team receive and apply this guidance;
☐ Review past project branding decisions in light of this guidance;
☐ Ensure relevant third parties receive this guidance;
☐ Ensure relevant third parties apply this guidance.

When in doubt, contact the ISEAL Innovations Fund administrators with any questions or uncertainties regarding this guidance at fund@isealalliance.org
Annex 1: The SECO logo - basic principles

The SECO logo comprises of the following assets:

- Derivation of the Swiss coat of arms (colour version)
- The official country name in four languages
- The official country name in additional languages (usually English)
- The name of the organisational unit (EAER)

Annex 1: The SECO logo - format variations

The SECO logo can be used in both landscape and portrait format as follows:

Landscape

Landmark

Portrait

State Secretariat for Economic Affairs SECO

Swiss Confederation

Federal Department of Economic Affairs, Education and Research EAER

Confederation svizra

Swiss Confederation

Confederazione Svizzera

Confederazione svizra

Confédération suisse

Schweizerische Eidgenossenschaft

Federal Department of Economic Affairs, Education and Research EAER

State Secretariat for Economic Affairs SECO
Annex 1: The SECO logo - inadmissible uses

To guarantee a uniform appearance, certain forms and uses are not admissible:

- Elements of the logo must not be distorted or changed in any way;
- The names in the official four languages must not be altered;
- The text and font may not be changed;
- The federal logo may not be slanted;
- There must be a visible contrast between the red of the coat of arms and that of the background.