

Gavi CSO fund manager mechanism

CSO branding requirements and exemptions guidance

Designed to accompany the CSO branding
statement

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Branding requirements

Introduction

This guidance is for civil society organisations that have secured funding to deliver immunisation projects under the Gavi CSO fund manager mechanism (grantees'). It should be read in conjunction with [Gavi's brand guidelines](#) and the [communications guidance on the website](#).

Use of the Gavi logo reflects Gavi's participation in the partnership and implicit endorsement of its messages. It is therefore essential that grantees follow appropriate guidance and consult with MannionDaniels, fund manager, to ensure its appropriate use.

Branding items or elements of a Gavi-funded project with the Gavi logo, requires consideration and approval from the fund manager, MannionDaniels, and occasionally Gavi, the Vaccine Alliance also. items or elements purchased using Gavi funding (whether branded or not) must be included in the project budget and asset register.

Grantees should **only** consider branding items if they are essential in delivering positive project outcomes.

Benefits to CSOs for using the Gavi logo in a correct and consistent way include:

- Enhancement of the public's trust in a CSO's work
- Increasing the recognition of a CSO's contributions and
- Demonstrating the legitimacy of a CSO's work in reaching 'zero-dose children' and underserved populations.

This guidance supports grantees to complete the [CSO branding statement template](#) for all projects supported by the Gavi CSO fund manager mechanism. It outlines which items or elements can typically be branded by a grantee, and what items or elements do not require branding.

Further guidance is also available from the [Gavi CSO funding mechanism website](#) and specifically in the [communications guidance sub-section](#). Gavi's branding guidelines can be [downloaded from the central Gavi media library online](#) also.

Completing the CSO Branding Statement

Please read the following guidance before completing the CSO Branding statement template. The information has been broken up into the associated sections of the branding statement.

Which items or elements of the project will be branded with the Gavi logo and why?

In this section, CSOs are asked to **select from the list, all the items or elements they plan to add the Gavi logo to. Wording should be added that justifies why the logo is needed for each specific case** – see [Digital](#) example 'Social media channels' below, as well as [Physical](#) example 'Banner stands'.

Example items or elements featuring the Gavi logo could include:

Digital

- **Social media channels – For use in posts / stories / infographics, demonstrating where the funding for the work has come from and providing legitimacy for the activities.**
- Website
- Publications
- Newsletter sent to stakeholders
- Online toolkits or guidance documents
- PowerPoint presentation

Physical

- **Banner stands - For use at pop up community venues, launch events, outreach sessions, mobile vaccinations and meetings, demonstrating legitimacy and enhancing trust in the work.**
- Buildings and facilities
- Medical kits
- Posters and flyers displayed at health facilities, schools or community centres
- Visibility materials at vaccination posts such as branded tents and signage
- Stickers on cold chain equipment, vehicles and storage boxes

Print

- Information, Education and Communication (IEC) materials – such as brochures, leaflets, vaccination schedules etc.
- Training manuals and guidance (for community health workers or community mobilisers and health workers)
- Certificates for trainees
- Uniforms/clothing such as t-shirts, caps or jackets worn by field teams and volunteers

Audio-visual / media

- TV and radio spots - with audio crediting the funder, for example, 'With support from Gavi ...')
- Video documentaries and success stories featuring the logo in the intro/outro
- Public service announcements
- Podcast episodes

Oral statements and events

- Acknowledgements during public speeches or workshops - lunches, press conferences, policy roundtables etc
- Statements to media

Exemptions

In this section, CSOs are asked to list all the project elements or items that will likely be used in the project but **will not feature** the Gavi logo (and therefore do not require further approval).

Example items we would not expect to be branded

Unless there is a clear justification for doing so, we would not expect any of the following items to be branded:

- Everyday stationery used by sub-grantees
- An organisation's own office signage
- Office equipment including computers
- All vehicles not exclusively used for delivering Gavi-funded projects
- Small, personal goods (for example, mugs or toothbrushes, books or bags).

Which items or elements will not be branded with the Gavi logo but are also not approved exemptions?

In this section of the *CSO Branding Statement*, items or elements that CSOs do not intend to brand, but are also not approved exemptions as outlined in the example Exemptions above, must be listed. Details of how the item or element will be used, by whom, and an explanation regarding why it cannot be branded must be included.

Examples of reasons for an exception to branding could be:

- Branding of these items may cause loss of individual or organisational human dignity
- Visual or verbal identification of Gavi support in country may endanger the lives, safety and security of the community and staff, and threaten the safe and effective delivery of the project
- Visibility of funding towards a specific programme or organisation could undermine the independence or credibility of the programme or organisation.
- The number of donors is too large for co-branding to be practical, and none of the donors are being recognised individually. In such cases, branding with Gavi may risk being misrepresentative.

Using the Gavi logo and wording

After the *CSO Branding Statement* has been submitted to and approved by MannionDaniels, CSOs can go ahead and use the logo as agreed.

During the project's lifecycle, grantees should share photos of these branded items with the MannionDaniels team, and branded items should be identified during monitoring visits.

As referenced in the [Communications guidance document for grantees](#) under the *Using the Gavi logo and wording* subheading, organisations in receipt of funding within the Gavi CSO fund manager mechanism should use the Gavi logo when referencing their **active** Gavi-funded project. The Gavi logo should only be used whilst the grant is active; **once the funding has finished and the project close out communications completed, the logo can no longer be used and must be removed from all items or elements.**

Using the Gavi logo with other logos

When CSOs wish to use the Gavi logo alongside other organisational logos, such as the grantee's logo or MoH/EPI logos, all logos should be shown at proportionately the same size and at the same level, with equal emphasis to all logos. It is important to maintain minimum distance between logos to ensure clear space area and when aligned vertically, left alignment should be favoured. Refer to [Gavi's brand guidelines](#) for more information.

Where there is strong justification to develop a project-specific logo (for example, it will help raise awareness of key messages around vaccination), CSOs should minimise budget impact and note that it should always be represented alongside the Gavi logo (refer to the paragraph above and Gavi's brand guidelines).

Photography and videography

Photography and videography can help CSOs to demonstrate impact of their project. Photography should respect the dignity of the subjects, illustrate gender balance and equity and show action - without showing a needle penetrating the skin however - and without being overly emotive, or exploitative. It is important to receive written consent also. Guidance is available in the *Photo and Video consent* sub-heading of the Communications guidance document for grantees, as well as in the Gavi branding guidelines too.

Further information

- [Gavi brand guidelines are available to download from the media library online](#) and it is recommended that all grantees and downstream partners (where relevant), save a copy of these centrally and familiarise themselves with the detail
- [Gavi's high resolution logos are also available to download from the media library](#) **only once a CSO Branding Statement has been completed and approved by the Grants Manager**
- A comprehensive [communications guidance for CSOs funded through the Gavi CSO fund manager mechanism featuring a communications toolkit](#) can be found in the grantee guidance section of the CSO funding mechanism area.

Who should grantees contact for communications queries or support?

Grantees should contact their Grants Manager firstly and/or by email to:

- communications-gavi-cso@mannondaniels.com