Branding a

**Gavi CSO fund manager mechanism**

**CSO Branding Statement template**

Designed to reflect the branding requirements and exemptions guidance

PUBLIC July 2025

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# Branding a Gavi CSO Fund Manager Mechanism project

## Introduction

Organisations delivering Gavi-funded projects, under the Gavi CSO Fund Manager Mechanism, must acknowledge funding from Gavi in written materials, verbal statements, and through appropriate use of the Gavi logo on project items or elements.

All grantees are asked to download, complete, sign and return the statement below to agree to fulfil these requirements.

CSOs must read the [Branding requirements and exemptions guidance](https://gavi.org/news/document-library/cso-branding-requirements-and-exemptions-guidance) before completing this statement.

### Sharing the statement

Upon completion of the table below, grantees should save it and share it with their Grants Manager at MannionDaniels, who will then share it with the MannionDaniels Communications team for review.

Any questions relating to the completion of the statement should be addressed initially to the grantee’s Grants Manager at MannionDaniels.

## CSO statement

|  |  |  |
| --- | --- | --- |
|  |  | |
| **CSO Branding Statement – for completion** | | |
| Grantee name |  | |
| Sub-grantees name (if relevant) |  | |
| Grant reference |  | |
| Project title |  | |
| Country of project delivery |  | |
| Province or region of project delivery |  | |
| **Which items or elements will be branded with the Gavi logo and why?** | | |
| In the cells below, tick or list all items or elements - including digital, physical, print, audio-visual/media, oral statements and events - that will be used as part of the project and will be branded with the Gavo logo. Include a justification for why the branding is required. For example: Item: Medical kits – these will be taken into the local community by health workers when administering vaccines. Justification: to support trust building and indicate authenticity. | | |
| **Item or element** | | **Justification** |
| Social media | |  |
| Website | |  |
| Publications | |  |
| Newsletter sent to stakeholders | |  |
| Online toolkits or guidance documents | |  |
| PowerPoint presentations | |  |
| Banner stand | |  |
| Buildings or facilities | |  |
| Medical kits | |  |
| Posters / flyers displayed at facilities | |  |
| Visibility materials at vaccination posts | |  |
| Stickers on cold chain equipment, vehicles and storage boxes | |  |
| Information, Education and Communication (IEC) materials | |  |
| Training manuals and guidance | |  |
| Certificates for trainees | |  |
| Uniforms/clothing | |  |
| TV / radio / video spots | |  |
| Podcast episodes | |  |
| Acknowledgements during public speeches or workshops | |  |
| Statements to media | |  |
| [please add a row for any item not included above for Gavi consideration] | |  |
|  | |  |
| **Exemptions** | | |
| In the line below, list all approved exemptions (from using the Gavi logo) and include an associating line as to why it is exempt. For example: Everyday stationery used by implementing partners will not be branded with the Gavi logo as it would not seem appropriate and may be used for non-Gavi-related correspondence. Or vehicles used in the project but not exclusively used for delivering Gavi-funded projects. | | |
|  | | |
| **Do you have any items or elements relating to your CSO’s project that will not be branded with the Gavi logo but are also not approved exemptions?** | | |
| In the line below, list all items or elements that will not be branded with the Gavi logo but are also not approved exceptions at this stage. Details of how the item or element will be used, by whom and justification of why they cannot be branded must be included. For example, if branding of the item might cause loss of individual dignity, for example, on personal goods. [Online guidance](https://gavi.org/news/document-library/cso-branding-requirements-and-exemptions-guidance) should be referred to for further examples.  Note: All exemptions will require approval from the project’s Grants Manager at MannionDaniels. | | |
|  | | |

## Declaration

I understand that no Gavi funds can be used to procure any promotional communications goods or activities that do not have a direct impact on the successful delivery of this project or serve to increase the transparency of funding. I also understand that the Gavi logo, once its use - as outlined above - has been agreed, should be removed from all items or elements in circulation at the end of the project where possible.

I also confirm that if a Sub-Grantee is involved in this project, they will follow the [Branding requirements and exemptions guidance](https://gavi.org/news/document-library/cso-branding-requirements-and-exemptions-guidance) also.

By signing this statement, the Grantee agrees to fulfil the commitments stated above.

|  |  |
| --- | --- |
| **(Partner) Representative:**  Name:  Job title:  Signature:  Date: |  |

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