Table of contents

1
Part 1 - Branding
Overview 1
Grant agreement 1
Name usage 1
Language to describe Oak 1
Logo 2
Acknowledging your grant 3
Discretionary grants 3

2
Part 2 - Media
Our commitment to you 4
Photography and video 4
Website 4
Social media 4

Questions? / Get in touch
If you have questions about Oak’s Branding & Media Guidelines, please contact the Communications Department at commdept@oakfnd.org.

Whether you are a first-time partner or a long-standing partner, we appreciate your hard work and commitment and look forward to supporting your efforts.
Branding

Overview
We do not require acknowledgement of our funding; it is not obligatory to mention our funding. However, if you feel that mentioning our funding would enhance your programme or organisation, please follow the information outlined in this section. We are selective about how and where our logo is being used. You will find more information under the section “Logo”.

Grant agreement
Your grant agreement includes basic details about communications guidelines. This text includes the following:

“Oak Foundation may include information on this grant in its own periodic public reports. You are authorised to list this Oak Foundation grant in your own publications. However, should you wish to go beyond the simple recognition of our foundation, we request that you obtain our approval beforehand as to the wording and content you intend to use. In addition, we may share information on this grant on our website and through social media. You may also share details on your website and through social media”

Name usage
Correct: Oak Foundation or Oak
Incorrect: The Oak Foundation or OAK

For the first reference, please refer to Oak as ‘Oak Foundation’. You may use ‘Oak’ or ‘the Foundation’ on second reference.

Language to describe Oak
If you would like to include text about Oak, please use the following pre-approved language:

“Oak Foundation commits its resources to address issues of global, social, and environmental concern, particularly those that have a major impact on the lives of the disadvantaged. Through our grant-making, we support others to make the world a safer, fairer, and more sustainable place to live. With offices in Europe, India, and North America, we make grants to organisations in approximately 40 countries worldwide.”
The logo is available in blue, black and white.

The logo may not be animated, italicised, rotated, stretched out of proportion or otherwise changed. The logo must never be shared.

The size of the logo may be adjusted to specific requirements and should be presented in proportion or smaller in size to any other logos on the same page or in the same publication.

We are selective about how and where our logo is being used. **You can’t use the logo without the expressed permission of the communications department.**

You can request permission to use our logo by contacting the Communications Department at commdept@oakfnd.org.
Acknowledging your grant

Please use the following language to acknowledge your grant:

“Oak Foundation has funded [partner name] with [USD …] for [insert duration] to [insert purpose as described in our online grant database or in the email exchange with Virginia Ruan, if the grant has not been published yet].”

Or, more simply, “this [project] was possible thanks to the support of Oak Foundation.”

Please contact the Communications Department to discuss any references to Oak beyond the above phrases. In addition, we ask you to please not mention the names of Oak Foundation staff in any publications, unless approved by your programme officer and the Communications Department.

Discretionary grants

We do not list or describe discretionary grants in our annual reports; we only provide the total amount of funding provided to organisations in discretionary grants. For these reasons, while an organisation may record the contribution as coming from Oak Foundation (e.g., in its annual reports), it should not use the Oak logo without prior permission from the President (delivered through the Communications Department).
Media

Our commitment to you

Oak Foundation publishes approved grants and stories of our partners on its website, through social media and in our annual reports. We are proud of the work of our partners and we value transparency in our grant-making. Publishing our grant descriptions also allows the general public, other foundations and organisations to understand the causes we support.

We will always ask permission to use logos, images, quotes, stories or anything else in reference to your organisation before it is published. We will also ensure that material is properly credited to your organisation.

Photography & video

We have guidelines for photography and video, which can be found on our website. These guidelines follow the principles laid out in our Safeguarding Children Policy, which can also be found on our website.

We use these guidelines to help us ensure that we are never taking or using images that can cause harm to adults and children. Please refer to these guidelines for more information.

Website

We post regular features of our partners relevant to their partnership with Oak on our website (www.oakfnd.org/highlights). These features include recent accomplishments, upcoming events, videos and publications, among other things. Please feel free to contact Oak’s Communications Department if you would like us to feature your organisation on our website. We are always happy to receive draft articles or other content to share on our website.

Social media

In addition to promoting our partners on our website, we can also support your organisation through our social media channels (Twitter, LinkedIn, Instagram and YouTube). Through Twitter, we welcome receiving draft tweets or alerts to posts that we can re-tweet.