

English version for India

Branding & Media Guidelines for grantees in India



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 grantee 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 for you to use our logo or to mention our funding. However, if you feel that mentioning our funding or using our logo would enhance your programme or organisation, please seek approval from the Communications Department and your programme officer. In addition, read the information outlined in this guide.

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. Should you wish to acknowledge the support of the Foundation, we request that you obtain our approval beforehand as to the wording and content you intend to use.”

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 have been approved to reference Oak Foundation, 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.”

Logos

In January 2016 Oak revised its logo. The new version features small changes that will improve its appearance on mobile devices. If your organisation is using an older version of Oak's logo, you can request a new logo; however, this is not obligatory.

The logo is available in three colour versions in eps, jpg and png formats. The logo may not be animated, italicised, rotated, stretched out of proportion or otherwise changed. The size of the logo may be adjusted to your requirements and should be presented in proportion or smaller in size to any other logos on the same page or in the same publication.

Please contact the Communications Department and your programme officer if you would like to use Oak's logo.

Blue logo

This is the primary logo for Oak Foundation. This version should be used on a white background.



Black logo

This version should be used when printing in black and white.



Negative (white) logo

This version should be used when the logo needs to be placed on a dark coloured background.



Acknowledging your grant

If you have been approved to acknowledge the support of our Foundation, please use the following text:

“Oak Foundation has funded [Grantee 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 and your programme officer 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 and in its 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 guidelines

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 using any images that can cause harm to adults and children. Please refer to these guidelines for more information.

Website

We post regular features of our grantees 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

We would love to help publicise your work by highlighting it on our website (www.oakfnd.org) and through our social media channels, including Twitter (@oakfnd), LinkedIn, Instagram and YouTube. Please feel free to contribute any content you would like to share by contacting the Communications Department.