

Completing your visibility statement

Introduction

A UK Aid Direct or Match visibility statement sets out which project assets a grant holder will brand with the UK aid logo. It also provides the grant holder an opportunity to share details of any assets that should theoretically be branded – as outlined in the Foreign, Commonwealth & Development Office (FCDO) [UK aid branding guidelines](#) – but cannot be due to the context of the project.

A UK aid visibility statement must be completed before the Accountable Grant Arrangement (AGA) is signed.

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

Assets purchased from FCDO funding (whether branded or not) must be included in the project budget and asset register¹.

Supporting guidance

Details of what can and cannot be branded with UK aid branding can be found in the [FCDO's branding guidelines](#) (opens new window to FCDO website).

Here is an [example of a completed visibility statement for you to view](#).

Completing the form

Section 1 – which assets will be branded with the UK aid logo

In this section, list all assets and communications that will be branded with the UK aid logo. These could include:

- Social media channels
- Website
- Annual reports
- Buildings and facilities – for example toilets, water pumps or playgrounds
- Medical kits
- Training information/manuals

¹ FCDO require that any asset, or group of similar items, with a purchase value of over £500 should be recorded in an asset inventory. In addition, all attractive items (such as mobile phones, tablets and / or laptops) are to be recorded, regardless of purchase value.

- Uniforms/clothing – if the branding of these items is essential in delivering positive project outcomes. (Please make sure to detail usage and purpose of branding).

Details for each asset should be added so that the UK Direct and Match teams understand how it will be used and who will be using it. For example:

- Medical kits – these will be taken into the local community by health workers when administering treatment.

All approved exceptions, these are items that will not be branded and do not require further approval, should also be listed in this section. Examples of approved exceptions include:

- Every day stationery used by implementing partners
- Business cards of staff not directly employed by FCDO
- An organisation's own office signage and office equipment including computers
- All vehicles not exclusively used for delivering UK-funded projects (no vehicles should be funded by UK aid budgets)
- Staff clothing (unless it has been agreed that this is critical to delivering positive project outcomes)
- Small, personal goods (for example, toothbrushes or razors)
- School books/bags
- Clothing for beneficiaries.

A full list of assets that do not need to be branded can be found on page 10 of the [UK aid branding guidelines](#).

Section 2 – which assets are exempt from UK aid branding

In this section of the form, assets that will not be branded, but are not approved exceptions, must be listed. Details of how the asset will be used, by whom and an explanation of why they cannot be branded must be included. Examples of reasons for an exception to branding include:

- Branding of these items may cause loss of individual or organisational human dignity – for example personal goods, individuals' homes, and businesses
- Visual or verbal identification of UK support in country may endanger the lives, safety and security of beneficiaries and staff, and threaten the safe and effective delivery of the project or humanitarian assistance
- It obstructs humanitarian operations. For example, the delivery of humanitarian aid supplies should never be slowed down for a branding activity
- Visibility of funding towards a specific programme or organisation could undermine the independence or credibility of the programme or organisation. For example,

programmes supporting civil society organisations lobbying the local government to increase transparency.

- Programmes in which the final delivery partner in the chain (for example, with multilateral development banks) is a partner government
- 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 UK aid may risk being misrepresentative.