

Summary

The DFID-ESRC Growth Research Programme brand is designed to be used at both a programme and project level. The majority of DEGRP projects will have a brand or brands of their own from their lead organisations, but they also have the possibility of using the DEGRP brand.

At the very least all projects should use the name the DFID-ESRC Growth Research Programme and acronym when referring to the programme e.g. on the website, in key publications, at events. The projects may also use the DEGRP logo and we would strongly encourage this use for all key communication products, but **any use of the logo must always be accompanied by the DFID-ESRC Joint logo, which should be displayed on the same page.**

THE NAME

The full name 'DFID-ESRC Growth Research Programme' should be written in its entirety at the beginning of documents, web pages, presentations etc. After that, the acronym 'DEGRP' can be used as an alternative or simply 'the programme.'

The programme should never be referred to as the 'Growth Research Programme' (except in the logo), nor the 'DFID-ESRC Growth Programme'.

THE LOGO

The DFID-ESRC Growth Research Programme logo is multi-purpose and is designed to be used across print and digital media. It can be placed anywhere within a document, either on its own or with other logos.

In order to identify DEGRP as jointly supported DFID and ESRC, **the joint ESRC and UKAID logo must always be displayed clearly on any Programme-associated material**, be it the website or any external documents prepared from the funded work.

The full set of logos should always be displayed (print and digital) on any promotional and corporate material including on publications, reports, presentations, websites and stationery, in accordance with these guidelines.



Guidelines for using the DEGRP Brand for grant holders and projects

POSITIONING THE LOGO ON PRODUCTS

The logo needs to be at least 25mm in width or height. A minimum area of clear space (15mm) should always be kept around the logo to ensure that it stands out clearly (as below). Nothing, including the edge of a page or other logos, should be within the exclusion zone.



For any further queries or clarifications about using the brand, please contact the DEGRP Communications Manager.