

*"Investing in Seychelles' blue future"*



## **BRANDING**

The following SeyCCAT logo must be displayed on all reports, documents, materials, signage or any other written or material outputs.



SEYCHELLES CONSERVATION  
AND CLIMATE ADAPTATION  
TRUST

**SeyCCAT**

In the case of reports, documents, awareness materials, etc., this logo set must be displayed at the top of the cover page/front page. In the case of jointly funded projects/activities with other donors, e.g. with foundations or bilateral donors, the additional donor logos may be grouped with the SeyCCAT logo at the top of the cover page. Logos of the implementing company, agency or NGO may be displayed on the bottom of the cover page, if appropriate. All logos must be the same relative size.

In the case of posters or signage, the logos may be displayed at any appropriate point.

In the case of equipment purchased by SeyCCAT projects, the SeyCCAT Secretariat will be responsible for providing stickers to fix to the equipment, if these stickers are available.

## **CITATION**

In all documents, reports, press releases, etc., produced for activities under SeyCCAT funding the programme must be referred to as the Seychelles Conservation and Climate Adaptation Trust (SeyCCAT).

Projects must on first citation be referred to with their full name, e.g. "SeyCCAT Fishery Improvement Project", or, "SeyCCAT project to secure new socio-economic data for Marine Spatial

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Planning”. Thereafter the project may be referred to by a shortened version, e.g. “SeyCCAT project”, or “SeyCCAT Socio-economic data project”. No apostrophes or speech marks need be used around the project title, but the project title may be italicized if this makes the sentence clearer. If referred to repeatedly, and appropriate in the context, it is acceptable to refer simply to ‘the project’.

The appropriate phrasing to be used in referring to activities implemented by contractors is e.g. ‘the SeyCCAT Fishery Improvement Project activities implemented by XXX’.

Contractors of sub-projects or activities wholly or partly funded by SeyCCAT projects are responsible for ensuring that the above citations are included in all communications prepared by third parties – e.g. media publications. If giving interviews to press, or appearing on camera, the appropriate reference must be made; in particular the appropriate reference must be emphasized to journalists preparing press articles.

**SOCIAL MEDIA:** SeyCCAT anticipates grantees to leverage the potential of social media.

Appropriate tagging of @SeyCCAT and/or #SeyCCAT using our Facebook, Twitter and Instagram presence is actively encouraged.

**PUBLICATIONS:** All popular and technical publications prepared by contractors or implementing partners that arise from SeyCCAT funding, in whole or in part, prepared during or after the funding period, shall include acknowledgement of the role of SeyCCAT, using the format given above.