



GIZ Corporate Design Manual

Version July 2012

Special Regulations for Contractors

GIZ Corporate Design

GIZ's corporate design is a defined design system which ensures that the organisation presents a professional image. For example, the corporate design makes sure that GIZ publications are immediately recognisable as such at first glance. The corporate design provides a clear visual profile for the organisation and ties together the various elements of the organisation's presentation of itself.

When and where to use the corporate design

The corporate design is **binding, and forms part of GIZ's Orientation and Rules (O+R)**. Its use is mandatory for all media produced by the organisation. These include promotional items and door signs just as much as business stationery and e-mails, not to mention all publications and electronic presentations, as well as cooperation brochures published according to the GIZ corporate design principles by mutual agreement with the partners.

The use of GIZ corporate design is not mandatory for all project publications or for joint publications published using the partner's corporate design. Nor must it be used for publications where GIZ is one partner/sponsor among many. However, wherever the GIZ logo is used, the guidelines for the logo must be observed.

Since August 2011, BMZ design guidelines apply to all publications produced in the context of projects carried out on behalf of BMZ and financed up to 50% or more with funds from Departmental Budget No. 23 of the Federal Budget. This applies especially to sector projects but also other projects in Germany.

Updating the GIZ Corporate Design Manual

The GIZ Corporate Design Manual is regularly updated and is available online on the intranet (intranet.giz.de/cps/rde/xchg/giz_intranet/XSL/hs.xsl/-/HTML/5182.htm) and internet (cdc.giz.de).

Important:

The authoritative version is always the latest online version. Please make sure that you are looking at the updated version before using it for producing a publication.

Advice and contact

For answers to queries about the design and production of public-relations materials, please contact: CorporateDesign@giz.de

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Corporate Communications
Dag-Hammarskjöld-Weg 1–5
65760 Eschborn
Germany

Whenever publications (printed publications, PowerPoint presentations etc.) or materials are produced by contractors on behalf of GIZ, the following procedure must be observed:

- a. GIZ corporate design is binding for all contractors for the design of publications and materials (Section 1.11 General Terms of Contract).
- b. The GIZ Corporate Design Manual contains the design specifications for GIZ publications. There are special design specifications for the various areas of application, such as sector projects (apart from BMZ sector projects), projects or programmes.
- c. The first step is to clarify which area of application the planned publication belongs to.
- d. Design the publication in accordance with the specifications for the respective area of application (internet: cdc.giz.de).
- e. Please observe the relevant special rules for contractors, which relate to the imprint of publications (see Section 3.) and PowerPoint slide presentations (see Section 4.).
- f. In addition, specific supplementary wording has been agreed for business cards and email signatures used by contractors, which must be included. (see Sections 5. and 6.).
- g. Contractors use their own letterhead. The following legend must be included in each letter: 'This project/programme' assisted by the German Government, is being carried out by 'name of company' on behalf of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

Advice and contact

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CorporateDesign@giz.de

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Unternehmenskommunikation
Dag-Hammarskjöld-Weg 1–5
65760 Eschborn
Germany

3. Imprint | Printed and PDF publications

The design of GIZ publications for which contractors are responsible follows the design specifications of the GIZ Corporate Design Manual.

Reference to the contractor

The name and logo of the company under contract must be shown in the imprint of the respective publication. They must not appear on the title page or back cover of the publication. The imprint must have the same layout as in other GIZ publications and must contain at least the following information:

Layout of the imprint:

As a federal enterprise, GIZ supports the German Government in achieving its objectives in the field of international cooperation for sustainable development.

This publication describes former GTZ/DED/InWEnt activities that are referred to in the following as GIZ activities, as a result of the change in the company name.

Where applicable

Articles attributed to named authors do not necessarily reflect the views of the organisation/editors..

Applicable to publications partly produced by external consultants

Published by:

Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH

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Bonn and Eschborn, Germany

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Email: info@giz.de
Internet: www.giz.de

Responsible

.....

Author/Editor etc.

.....

Name and (if applicable) logo of the contracted company with an explanation of the precise activity, e.g. consultancy, implementation, ...)

.....

Photo credits/Sources

.....

Layout etc. (optional)

.....

Printed and distributed by

.....

Printed on 100 % recycled paper, certified to FSC standards

Place and date of publication

.....

Maps

The maps are for information purposes only and do not constitute recognition under international law of boundaries and territories. GIZ does not guarantee in any way the current status, accuracy or completeness of the maps. All liability for any loss or damage arising directly or indirectly from their use is excluded.

Items from named contributors do not necessarily reflect the views of the publisher..

Where applicable





Further information may also be included (optional):


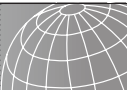


Division name, translation, litho, proof-reading, cooperation partner(s) (with or without logo)

Design specifications

GIZ presentations that are produced and presented by contractors must be designed in accordance with the GIZ corporate design specifications for the respective area of application (such as sector projects, programmes, projects, etc.).

In presentations produced and delivered by contractors on behalf of GIZ, the final page must show the imprint.

 <p>Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH</p>		
<p>Published by: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Postfach 5180 65726 Eschborn, Germany T F E</p> <p>Internet: www.giz.de</p> <p>Author/Responsible/Editor etc.</p> <p>Name and logo of contracted company with a supplement such as 'Implemented by' or 'Consultancy services provided by'</p> <p>Layout etc. (optional)</p>		
Name of speaker or name of division	Date	Page

 <p>Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH</p>		
<p>Presentations produced by a contractor under TC contracts must contain a credits page that displays the GIZ logo and that of the contracted company</p> <p> </p>		
Name of speaker or name of division	Date	Page

5. Business cards

Design specifications

Contractors are not given GIZ business cards. Their cards must show the following: name, function, contact data (address, telephone, fax, mobile no., email, internet), the project or programme name and the legend 'A programme/project assisted by the German Government via the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH' in the language of the country. The words 'On behalf of' in the language of the country are shown above the GIZ logo. The logo of the contracted company may be shown. The remainder of the design of the business card must not be based on the design of GIZ business cards..



Translations of the legend:

Deutsch

Ein von der deutschen Bundesregierung durch die Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH gefördertes Projekt | Programm.

Englisch

A project | programme assisted by the German Government via the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

Französisch

Un projet | programme soutenu par le gouvernement fédéral allemand par l'intermédiaire de Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

Spanisch

Un proyecto | programa fomentado por el Gobierno Federal alemán a través de la Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

NOTE:

If you have any queries about translation, please contact Sprachendienst@giz.de.

Contractors do not have a GIZ email identification. Within the context of the contract, their email signature must contain their name, function and contact data, the project or programme name and the legend 'A programme/project assisted by the German Government via the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH' in the language of the country. This is followed by the details of the consulting company.

Translations of the legend:

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TIPP:

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bitte an den Sprachendienst@giz.de.