

## Communications and Branding Guidelines

July 2014

This Information Sheet describes how partner organizations and Associates<sup>1</sup>, whose product(s) meets the Lighting Global Quality Standards for off-grid lights can refer to Lighting Global, or Lighting Africa, or Lighting Asia regional and country programs in their marketing communications tools and materials including websites, brochures, flyers, reports, posters, banners, etc.

These rules are especially applicable to a product that has been successfully tested under International Electro-technical Commission (IEC) Technical Specification 62257-9-5 Quality Test Method. Such a product is deemed to have met the Lighting Global Quality Standards for off-grid solar lighting products. A product that meets the Lighting Global Quality Standards will have been issued a Standardized Specification Sheet (SSS) and Verification Letter confirming the test results.

No other products (e.g. similar products, or others made by the same manufacturer) can mention Lighting Global, or Lighting Africa, or Lighting Asia regional or country programs in any manner whatsoever.

### Referring to Lighting Global, Lighting Africa, and Lighting Asia

Any public statement, including in marketing, communication and sales materials, related to product testing should be factual in nature. Below are the **only pre-approved** phrases that can be used in marketing, communication, sales, and other, materials (more than one may be used):

- i. Meets/Passed Lighting Global Quality Standards
- ii. This product meets/has passed the Lighting Global Quality Standards;
- iii. Third-party test results verification for product are available at [www.lightingglobal.org/products/product-name/](http://www.lightingglobal.org/products/product-name/)

**No other wording should be used** to suggest that the Lighting Global, or Lighting Africa, or Lighting Asia regional or country programs endorse the said product.

**Prohibited** wordings include “endorsed by”; “approved by”; “supported by”; “recommended by”; “certified by”; “quality-certified”; etc.

- i. Any messages about Lighting Global, or Lighting Africa, or Lighting Asia regional or country programs should not comprise greater than 20% of the advertisement or marketing material (e.g. no greater than 20% of the area of the poster, or 20% of the duration of a radio or TV advertisement).
- ii. Lighting Global is never to be abbreviated into ‘LG’. Lighting Africa is never to be abbreviated into ‘LA’. Neither should Lighting Asia be abbreviated.

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<sup>1</sup> An Associate is a manufacturer or large distributor committed to bringing to market high quality, affordable solar lighting products for families without access to grid electricity. Associates work hand-in-hand with the regional programs, Lighting Africa and Lighting Asia, to develop markets for clean lighting products, contributing towards making sustainable energy a reality for all by 2030.

- iii. Lighting Global must always be described as follows in the first instance it is mentioned in company or organization communication materials:

*Lighting Global is the World Bank Group's platform to support sustainable growth of the international off-grid lighting market. Through Lighting Global, the World Bank Group collaborates with the Global Off-Grid Lighting Association (GOGLA), manufacturers, distributors, and other development partners to support growth of the off-grid lighting market as a means of increasing access to energy.*

*Lighting Global supports the regional Lighting Africa and Lighting Asia programs, which catalyze and accelerate development of markets for high quality, affordable, solar lighting products. The regional programs work along the supply chain to reduce market entry barriers and first mover risks.*

- iv. Lighting Africa must always be described as follows in the first instance it is mentioned in partner communication materials:

*Lighting Africa, a joint IFC and World Bank program, catalyzes and accelerates development of commercial off-grid lighting markets in Sub-Saharan Africa as part of the World Bank Group's wider efforts to improve access to energy.*

*Lighting Africa is mobilizing the private sector to build markets that provide affordable, modern off-grid lighting products to communities across Africa that are not connected to grid electricity.*

### **Use of the Lighting Global, Lighting Africa and Lighting Asia Logos**

- i. No company or organization may use the Lighting Global, or Lighting Africa, or Lighting Asia regional and/or country logo(s), or marks, on any communications materials or tools, including websites, unless the said materials or tools are co-produced with the Lighting Global, or Lighting Africa, or Lighting Asia regional and country program(s). Co-branding usually happens when producing consumer education materials.
- ii. The logos and any reference of Lighting Global, or Lighting Africa, or Lighting Asia regional and country programs cannot be used on any communications, marketing, sales or product packaging materials.
- iii. These logos are **never** to be used as a seal, or a mark of endorsement.
- iv. The Lighting Global, Lighting Africa, and Lighting Asia regional and/or country logos shall under no circumstances be distorted or reformatted.

***Use of the Lighting Global, Lighting Africa, Lighting Asia brand by other companies and organizations working in the solar off-grid sector is not allowed. Permission must be sought for any usage of this brand by writing to [info@lightingglobal.org](mailto:info@lightingglobal.org) or [info@lightingafrica.org](mailto:info@lightingafrica.org).***