

## Communications and Branding Guidelines

November 2014

This Information Sheet describes how partner organizations, Associate companies<sup>1</sup> and contractors<sup>2</sup> can present and refer to the World Bank Group's lighting programs in their marketing communications tools and materials including websites, brochures, flyers, reports, posters, banners, etc.

IFC and the World Bank support the Lighting Global, Lighting Africa, Lighting Asia, and Lighting Pacific programs which are aimed at increasing energy access in the un-electrified areas of the world.

These programs work with a wide array of partners and players along the off-grid lighting supply chain providing a range of services in the off-grid lighting market.

We encourage acknowledgement of such support in partner, Associate and contractor communications materials such as reports using the wordings provided below.

### Reference to Lighting Global, Lighting Africa, Lighting Asia and Lighting Pacific Programs (the “programs”)

When referring to any of the above-mentioned programs;

Use the program's full name e.g. the Lighting Global program or Lighting Africa program, or Lighting Asia – India program, etc. In a shortened form, the word 'program' may be dropped. The program names should not be abbreviated.

When describing the programs in publications and communications materials such as media releases, use the following descriptions:

***Lighting Global** is the World Bank Group's platform to support sustainable growth of the international off-grid lighting market.*

*Through Lighting Global, IFC and the World Bank collaborate 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 energy access.*

*Lighting Global supports regional market transformation programs - Lighting Africa, Lighting Asia and Lighting Pacific, which work along the supply chain to reduce market entry barriers and first mover risks.*

<sup>1</sup> An Associate is a client (product developer, manufacturer or 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 Lighting Global and the regional programs, Lighting Africa, Lighting Asia and Lighting Pacific, to develop markets for clean, modern lighting products, contributing towards the goal of making sustainable energy a reality for all by 2030.

<sup>2</sup> A contractor is regarded as an individual, organization or firm receiving funding and other resources to undertake work, studies, etc, on behalf of any of the Lighting programs – Lighting Global, Lighting Africa, Lighting Asia and Lighting Pacific.

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

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

**Lighting Asia** is an IFC market transformation program working to increase access to clean lighting in the un-electrified rural areas of Bangladesh, India and Pakistan.

*Lighting Asia is working with the private sector and development organizations to catalyze markets for modern, off-grid lighting products, home lighting systems and mini-grids.*

**Lighting Pacific** is an IFC market transformation program working to increase access to clean lighting in un-electrified remote areas of Pacific Island Countries.

*Lighting Pacific, working with the private sector and development organizations, catalyzes markets for modern, off-grid lighting products, home lighting systems and mini-grids.*

## Communicating Product Test Results

These Communications and Branding Guidelines are also applicable to products that have been successfully tested under the International Electro-technical Commission (IEC) Technical Specification 62257-9-5. Such products are deemed to have met the Lighting Global Quality Standards for off-grid solar lighting products or systems.

A product that meets the Lighting Global Quality Standards is issued a Standardized Specification Sheet (SSS) and Verification Letter confirming the test results to facilitate accurate communication of the results.

Any public statement, including in advertising, marketing, and sales materials, relating to product testing should be factual in nature. Below find **approved** phrases that can be used in advertising, marketing communications, and sales materials. More than one may be used;

1. This product meets the Lighting Global Quality Standards;
2. Third-party test results' verification for the product are available at [www.lightingglobal.org/products/product-name/](http://www.lightingglobal.org/products/product-name/)

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

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

Any marketing and advertising messages about the 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).

Manufacturers should not mention Lighting Global, or Lighting Africa, or Lighting Asia, or Lighting Pacific regional or country programs in relation to similar products, or any of their other products that have not undergone quality verification using the IEC TS 62257-9-5.

### **Use of Lighting Global, Lighting Africa, Lighting Asia, Lighting Pacific Logos**

- i. No company or organization may use the Lighting Global, or Lighting Africa, or Lighting Asia, or Lighting Pacific 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 program(s).
- ii. Co-branding typically happens when producing consumer education materials.
- iii. The logos and any reference to Lighting Global, or Lighting Africa, or Lighting Asia, or Lighting Pacific regional and country programs **cannot be used** on any marketing, advertising, sales or product packaging materials.
- iv. These logos must **never** to be used in/as a seal, or in a mark of endorsement.
- v. The program logos shall under no circumstances be distorted or reformatted.

***Use of the Lighting Global, Lighting Africa, Lighting Asia, Lighting Pacific brand by other companies and organizations not associated with the programs, even when 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)***