

Visibility Guidelines

The Foundation Liechtenstein Development Service (LED) is mandated by the Government of Liechtenstein to implement its official bilateral development cooperation agreement. Visibility is important for LED. First of all, as a player in the world of international development cooperation, Liechtenstein wants its contribution to be noticed by the international community. Secondly, the issue of visibility is also a question of transparency, where the local partners and stakeholders of the projects have a right to be informed about the funding sources which make the projects possible.

This document offers some guidelines for LED's partner organizations on how to handle LED's issue of visibility.

As a general rule, LED wants to stress that the issue of visibility must be handled on a case by case basis, applying common sense and considering the function of visibility – which is to inform the stakeholders on the funding source. It should not be an obstacle for these stakeholders to take ownership of the project.

The following are the detailed guidelines which LED would like its partner organization to observe:

- a) The partner organization ensures a good visibility for LED in all relevant project activities. If logos of the partner organization or other donors are displayed, the LED logo should be the same size as the other logos.
- b) Events funded by LED (trainings, conferences, seminars etc.) must display the LED logo. The LED logo should also be placed appropriately in PowerPoint and all other program related presentations and handouts.
- c) Printed products funded by LED must display the LED logo, otherwise, LED should at least be mentioned as donor in the imprint.
- d) In audio-visual media on LED funded project activities, LED should be mentioned as a donor.
- e) Prominent infrastructure built with LED funding must display the LED logo. When the construction is complete, a permanent and visible sign, plaque or other should be displayed.
- f) If cars or trucks are bought with LED funds, the LED logo should be placed in such a way that it is clearly visible.
- g) With respect to websites providing information on LED funded projects, the LED logo should be displayed in an appropriate place with a link to the LED website or – if no logos are placed on the website - LED should be mentioned in writing.
- h) LED should be mentioned as a donor in the partner organization annual.
- i) The partner organization ensures the registration of LED funding at relevant national platforms on foreign assistance.

Please keep in mind the need to maintain a good balance. There can be insufficient visibility where stakeholders do not have any clues about the funding source. On the other hand, there can also be too much visibility; for example, when LED's logo is on every slide of a presentation or on every page of a handout.

Projects and programs that are implemented in special contexts (e.g. conflict zones), can justify an adjustment of the visibility policy. In such a case, the partner organization and LED should agree on an individualized visibility guideline.

To obtain the right logo or additional information, please contact LED head quarters at info@led.li.