Communications and Visibility Strategy Plan for the Community-led Accelerated WASH Project, Phase IV (COWASH IV)



February 2024

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Acronyms

CMP	Community Managed Project
COWASH IV	Community-led Accelerated Water, Sanitation and Hygiene, Phase IV
C&V Plan	Communication and Visibility Plan
EoF	Embassy of Finland in Ethiopia
FTAT	Federal Technical Assistance Team
GoE	Government of Ethiopia
GoF	Government of Finland
NGO	Non-governmental organization
OWNP	One WASH National Program
RSU	Regional Support Unit
WASH	Water, Sanitation and Hygiene

1. Introduction

The Community-led Accelerated WASH Project, Phase IV (COWASH IV) is a bilateral project between Ethiopia and Finland, working to improve access to water, sanitation and hygiene (WASH) services in eight regions of Ethiopia. The Project is implemented by the Ethiopian Ministry of Water and Energy in collaboration with the Ministries of Education, Health and Finance as well as regional WASH partners.

COWASH was launched in 2011 and initially focused on the rural sector in Amhara, Benishangul-Gumuz, Oromia, Tigray and the previous South Nation, Nationalities and Peoples Region. The first phase of the project was implemented from 2011 to 2014. The second phase followed from 2014 to 2016, and the third phase continued from 2016 to July 2021. These three phases provided rural communities with over 19,000 water points, institutional facilities and rehabilitated schemes benefiting almost five million rural inhabitants.

COWASH IV runs from 1 April 2021 to 30 September 2025 with NIRAS Finland Oy providing the technical assistance services. Compared to the previous phases, COWASH IV is working in an expanded project area and now covers 104 Woredas in eight Ethiopian Administrative Regions (Amhara, Benishangul-Gumuz, Central Ethiopia, Oromia, Sidama, Southern Ethiopia, South-west Ethiopia Peoples and Tigray). The objective of the project is increased and sustained coverage of safe WASH in the rural areas of the selected woredas and has a target of 1.1 million beneficiaries.

COWASH IV key operating philosophy is empowering rural Ethiopian communities to take ownership of their WASH needs. The project envisions a future where everyone enjoys their right to safe water, sanitation, and hygiene in a just, equitable and sustainable manner. To achieve this COWASH IV creates an enabling environment and implements the Community Managed Project (CMP) approach equipping communities with the skills and resources to design, build and manage their own facilities, leading to sustainable changes. This approach empowers communities, fosters their participation and ensures their voices are heard in decision-making processes.

The Communication and Visibility (C&V) plan outlines the overall direction of communication activities for all project implementers throughout the project period. This plan fosters effective communication with stakeholders, driving engagement, project implementation, and visibility. It encompasses tailored strategies, target groups, activities, and tools to serve various stakeholders and project beneficiaries.

One of the key challenges to communications work under the COWASH IV project is the need to reach a wide range of stakeholders with different needs and interests. The project must interact with Government of Ethiopia (GoE) officials, the Government of Finland (GoF), project implementors at multiple levels, community leaders and beneficiaries. In addition, the COWASH IV project faces limitations in terms of human and material resources for communications and hence there is a need to prioritize work activities and budget expenditure.

2. Objectives

Main objective

To increase awareness and visibility of the project as well as disseminate project knowledge among partners, project staff, beneficiaries and other stakeholders.

Specific objectives

- Showcase and disseminate project achievements and successes.
- Develop and implement a standardized communication tool for the project.
- Foster common understanding and coordination among COWASH IV implementers.
- Strengthen collaboration among stakeholders.
- Promote COWASH IV project approaches.
- Mobilize additional resources to support project activities and sustainability.
- Facilitate effective internal communications.
- Enhance access to safe water, sanitation facilities and hygiene practices.

Rationale

A comprehensive C&V strategy is essential for the success of COWASH IV, ensuring that the project's achievements, impacts and lessons learned are widely recognized and shared. By achieving the specific objectives outlined above, COWASH IV will:

- Enhance transparency and accountability, fostering trust and confidence among stakeholders.
- Increase stakeholder engagement and participation to cultivate ownership and collaboration.
- Strengthen the project's reputation and credibility to attract additional resources and support.
- Promote the adoption of COWASH IV's best practices and approaches to contribute to sector-wide development.
- Advocate for the project's long-term impact and legacy.

By effectively communicating progress, impact and successes, COWASH IV can inspire and motivate others to join efforts in improving WASH services and enhancing the lives of rural Ethiopians.

3. Target audiences

COWASH IV's C&V efforts target a wide range of stakeholders within Ethiopia, Finland and the international community, reflecting the project's broad impact and the importance of engaging with diverse expertise.

A. Ethiopia

- Ethiopian Federal, Regional and local governments
- Embassy of Finland (EoF) in Ethiopia
- One WASH National Program (OWNP)
- COWASH IV Federal Technical Team (FTAT)
- COWASH IV Regional Support Units (RSUs)
- COWASH IV beneficiaries
- Non-governmental organizations (NGOs)
- NIRAS projects in Ethiopia
- Local entities (eg. entrepreneurship and development centers, vocational education institutions, micro-finance organizations, and sanitation supply businesses, as well as sector professionals)
- Media

- General public

B. Finland

- Government
- NIRAS Finland
- NGOs
- Media
- General public

C. International community

- NGOs and private sector enterprises engaged in the WASH sector
- Developmental partners (For example, World Bank and UNICEF)
- Sector professionals
- International media
- NIRAS International
- Donors

By tailoring communication approaches for each audience, COWASH IV can effectively disseminates its message, encourages engagement, and strengthens its impact.

3.1 Specific objectives for each target audience

A. Within Ethiopia

- GoE
    - Promote future collaboration and support from Ethiopian Federal, Regional and local authorities by raising their awareness about the project's achievements and the CMP approach.
- OWNP stakeholders and sector professionals
    - Foster collaboration and knowledge sharing to contribute to the Ethiopian WASH sector.
    - Promote the adoption of COWASH IV's best practices and innovative approaches.
- Rural communities
    - Raise awareness about available opportunities to participate in the project and increase WASH service uptake.

    - Ensure that project information reaches and engages with the beneficiary population.
- COWASH IV FTAT and RSUs
    - Facilitate effective internal communication and knowledge sharing among FTAT and RSUs to create a unified work procedure and enhance project efficiency.
    - Promote a culture of collaboration and shared learning within the project team.
- General public
    - Create widespread awareness about the project, its objectives, achievements and impacts.
    - Generate public interest and support for WASH sector development in Ethiopia.
- Local entities
    - Promote collaboration and partnership opportunities with local entities involved in WASH services.
    - Facilitate financial access for WASH sector development and encourage start-up businesses.
    - Increase access to a variety of sanitation products and services.
- Donors and NGOs
    - Promote future collaboration with donors and NGOs engaged in WASH sector development.
    - Strengthen partnerships and leverage expertise to enhance the project's impact.
- Media
    - Partner with local media outlets to promote the project's activities, achievements and success stories.
    - Utilize media platforms to raise awareness about WASH issues and encourage public engagement.
- EoF
    - Keep the EoF, as well as GoF, informed about project achievements, successes and challenges.
    - Promote the project's activities and achievements through the EoF’s outlets.

B. Within Finland

- Raise awareness about the project's achievements, successes and impact on the WASH sector in Ethiopia.
- Promote the project's activities and achievements through various channels, including government publications, websites and media.

C. International

- NGOs, development partners and private sectors engaged in WASH.
  - Promote future collaboration and knowledge sharing opportunities with international organizations and institutions.
  - Mobilize additional resources and expertise to support project activities and sustainability.
  - Promote the project's activities, achievements and best practices through international networks and media.

4. Key messages

COWASH IV key messages focuses on the project's core values, approaches and impacts, emphasizing the empowerment of rural communities, integrated and sustainable WASH systems, and the enduring partnership between Ethiopia and Finland. These messages are tailored to resonate with diverse target audiences, including government bodies, sector professionals and beneficiary communities.

Key messages:

- Empowering communities: COWASH IV empowers rural communities in Ethiopia to plan, design, operate and maintain their own WASH facilities, fostering self-reliance and sustainable WASH practices.
- Transforming WASH: COWASH IV employs the innovative CMP approach, emphasizing community ownership, behavior change and market-based solutions to transform the Ethiopian WASH sector.
- Inclusive WASH: COWASH IV's work is fully inclusive, ensuring that all members of society, regardless of gender, age or disability, have access to safe and sustainable WASH services.

- Integrated WASH: COWASH IV promotes the full integration of safe water supply, sanitation and hygiene works.
- Resilient WASH systems: COWASH IV works to establish climate-resilient WASH systems that can withstand the impacts of climate change and ensure sustainable access to safe water supply, sanitation and hygiene.
- Equitable WASH: COWASH IV promotes equitable access to WASH facilities and hygiene practices for all, upholding the right to a healthy and dignified life for everyone, especially women and girls.
- Advancing sustainable development: COWASH IV directly contributes to achieving relevant sustainable development goals by promoting a healthy and sustainable future for all.
- Ethiopia-Finland partnership: COWASH IV exemplifies the enduring partnership between Ethiopia and Finland, working together to improve the welfare of rural communities and advance WASH sector development.

Slogans:

- Transforming the Ethiopian WASH sector.
- Access to safe water supply, sanitation and hygiene for all.
- Making an impact: COWASH IV, a collaborative journey.
- COWASH IV: Fostering inclusive WASH for empowered communities and brighter futures.
- COWASH IV: Advancing inclusive WASH initiatives.

4.1 Key messages for each target audience

Target audience: within Ethiopia

- Message 1: COWASH IV empowers rural Ethiopian communities to take control of their WASH needs and improve their lives.
- Message 2: COWASH IV uses the CMP approach for sustainable WASH in Ethiopia.
- Message 3: COWASH IV ensures that people, regardless of their background and circumstances, gain access to safe and sustainable WASH services.

- Message 4: COWASH IV promotes the integration of safe water supply, sanitation and hygiene works, leading to improved health, livelihoods and environmental well-being for rural Ethiopian communities.
- Message 5: COWASH IV works to establish climate-resilient WASH systems in rural Ethiopia, ensuring sustainable access to safe water supply, sanitation and hygiene.

Target audience: within Finland

- Message 1*:* COWASH IV exemplifies Finland's commitment to effective development cooperation and improving WASH services in rural Ethiopia.
- Message 2: COWASH IV utilizes the CMP approach for sustainable WASH in Ethiopia.
- Message 3: COWASH IV demonstrates Finland's leadership in promoting sustainable and innovative WASH solutions.
- Message 4: COWASH IV strengthens the longstanding partnership between Ethiopia and Finland, highlighting shared values and goals.
- Message 5: COWASH IV advances Finland's development policy by promoting community empowerment, enhancing climate resilience and promoting sustainable WASH access.

Target audience: international

- Message 1: COWASH IV offers a replicable model for transforming the WASH sector in developing countries through the CMP approach.
- Message 2: COWASH IV provides valuable insights and lessons learned for addressing WASH challenges in rural settings worldwide.
- Message 3: COWASH IV fosters international collaboration and knowledge sharing, contributing to achieving global WASH goals and sustainable development.

Communications guidelines

To ensure consistent and impactful communication, COWASH IV will adhere to the following guidelines:

- Maintain consistent use of the project's logo, color palette and font across all communication channels and materials, creating a cohesive brand identity and easy recognition.

- Tailor key messages to the specific audience and context, ensuring they resonate with their needs, interests and cultural sensitivities.
- Create clear, concise and easy-to-understand key messages that convey the project's essence, impact and objectives in a straightforward manner.
- Base key messages on reliable and verifiable information from trusted sources, ensuring the accuracy and credibility of the project's communication.
- Highlight the stories of individuals and communities who have benefited from the project's work, showcasing the real-world impact and human connection behind the project's goals.
- Regularly review and refresh key messages and communication materials to ensure they remain relevant, accurate and aligned with the project's evolving goals, objectives, and target audience.

COWASH IV's communication will emphasize how its interventions empower communities, promote dignity and ensure equitable access to WASH services. In particular communication and visibility efforts are guided by the following core principles:

- Community ownership and participation: COWASH IV believes that communities are central to the success of WASH interventions. Its communication work will actively promote community participation and ensure their voices are heard and reflected in all communication materials.
- Transparency and accountability: COWASH IV strives for open communication and transparency in all its activities. It will work to provide clear and accessible information about project progress, challenges and achievements to all stakeholders.
- Equity and inclusion: COWASH IV is committed to promoting equitable access to WASH services for all. Its communication will be inclusive and cater to diverse audiences, ensuring no one is left behind.
- Sustainability: COWASH IV advocates for sustainable WASH practices and solutions. Its communication will raise awareness about the importance of water conservation, sanitation management and hygiene promotion for long-term benefits.

By adhering to these guidelines and core principles, COWASH IV's communication will effectively engage stakeholders, build trust and showcase the project's commitment to achieving

sustainable WASH solutions that promote fundamental human rights for access to safe WASH and leave no one behind.

Visual identity

The COWASH IV graphic guideline (Annex 1) provides guidelines for the use of the project's visual identity. All communication materials should be consistent with the graphic guideline and maintain a cohesive brand identity.

5. Communication Tools and Channels

5.1 Communication tools

To effectively communicate the project's messages and engage with target audiences, COWASH IV will utilize a comprehensive and diverse toolkit comprising storytelling, reporting, media outreach, multimedia production, social media engagement, website management, community engagement events, advocacy, and monitoring and evaluation.

Storytelling: COWASH IV will produce human-interest feature stories, news articles, newsletters, and brochure to showcase the project's impact and the individuals and communities it has touched. These stories will humanize the project, making it relatable and engaging for a wider audience.

Reporting: In line with the requirements of the Project document, COWASH IV will produce detailed reports on project activities, highlighting key accomplishments, challenges and lessons learned. These reports will provide crucial information for project stakeholders, showcasing transparency and accountability.

Media outreach: COWASH IV will share news articles, photos, and multimedia content highlighting the project's main events and activities to relevant media outlets. This outreach effort aims to enhance public awareness and engagement, elevating the project's visibility and garnering support.

Multimedia production: COWASH IV will produce engaging video content and photo essays that capture the essence of the project's work and the stories behind it. These multimedia materials will enrich the project's appeal and extend its reach to a broader audience.

Social media engagement: COWASH IV will utilize social media platforms to share project updates and to engage with stakeholders and online communities. This engagement will build relationships, promote dialogue and amplify the project's voice.

Project website: COWASH IV will maintain a user-friendly and informative website that serves as a central hub for project information, resources and stories. The website will provide a valuable and accessible resource for stakeholders and the public.

Community engagement events: COWASH IV will organize and host events, workshops and training sessions to bring together project partners, stakeholders and beneficiaries. These events will foster knowledge sharing, collaboration and feedback, strengthening engagement and ownership.

Advocacy and policy dialogue: COWASH IV will engage in advocacy efforts to influence policies and regulations that support the project's objectives and promote sustainable WASH practices. This advocacy will contribute to long-term impact and sustainability.

Monitoring and evaluation: COWASH IV will conduct regular monitoring and evaluation activities to track progress, measure impact and identify areas for improvement. This data-driven approach will ensure that communication efforts are aligned with project objectives, measure impact effectively and adapt to changing needs.

By utilizing this diverse set of communication tools, COWASH IV aims to actively engage target audiences, improve public awareness, and amplify the project's impact and sustainability.

5.2 Communication channels

COWASH IV will utilize diverse communication channels to reach its target audiences and disseminate project information widely, ensuring stakeholders are well-informed. By blending traditional and modern methods to accommodate diverse preferences and media habits, the project aims to maximize visibility and impact.

5.2.1 Online channels

COWASH IV website

The website will serve as the central hub for all project information and updates. It will feature comprehensive project descriptions, detailed progress reports, and interactive multimedia content

(including news articles, photos, videos and maps). The website will be regularly updated with fresh content to maintain audience engagement.

Social media accounts

COWASH IV social media platforms (LinkedIn, X, Facebook and Telegram) will be utilized to disseminate project news, engage with stakeholders and expand the project's online presence. A consistent brand voice and messaging will be maintained across all social media channels. Engaging content formats, such as infographics and videos will be used to capture audience attention and encourage interaction.

Project partners communications outlets

Project partners will be encouraged to promote the project through their own communication channels, including websites, newsletters and social media accounts. This collaborative approach will amplify the project's reach and increase its visibility among diverse stakeholder groups.

Online streaming sites

Project videos will be hosted on popular online streaming sites to reach a wider audience and provide an alternative means of information consumption. These platforms offer the advantage of reaching a global audience and enabling viewers to revisit content at their convenience.

5.2.2 Traditional channels

Local and international media

Strategic partnerships with local and international media outlets will be established to secure coverage of project milestones, events, and achievements.

Traditional community communication channels

Traditional communication methods, such as using megaphones to promote WASH during market days, will be employed to reach rural populations and ensure that project information reaches all corners of the community. These methods are particularly effective in areas with limited internet access or low literacy rates.

In addition to these methods, traditional forms of entertainment, such as drama and folk theatres, will be utilized to convey project messages in a culturally relevant and engaging manner, specifically targeting rural communities. These performances will captivate the attention of local communities and effectively integrate project information into the local cultural context.

Word-of-mouth communication will be encouraged through interpersonal networks, including community leaders, influencers and project beneficiaries. These individuals can act as ambassadors of the project, sharing information and promoting its benefits within their personal and professional circles.

COWASH IV will also utilize the existing structure of regular community dialogue forums organized by woreda-level health offices, the women's health development army, a woreda volunteer women's associations organized by kebele WASH teams, WASHCOs' meetings and saving and loan associations' meetings to promote awareness of the project and WASH.

Paid advertising

COWASH IV plans to launch targeted paid advertising campaigns on radio, TV and online streaming sites to reach a wider audience. These campaigns will utilize local language to ensure that project information reaches the intended audience effectively.

School clubs

School clubs and extracurricular activities will be conducted to engage youths in project promotion and awareness raising. School media, interactive workshops, competitions and peer-to-peer education initiatives will be used to foster a sense of ownership and engagement among young people.

6. C&V work plan

The following table summarizes the main activities that will be implemented by COWASH IV, for the period February 2024 - September 2025, to ensure adequate and effective visibility of the project and raise awareness of the achievements and results with partners, as well as local and international audiences.

No.	Activity	Communications tools and channels identified	Timetable	Leader
1	Project stories	COWASH and partners' websites, social media and available relevant online platforms	Monthly	CDS
2	Short news stories	Organization and partners' website, social media and other available relevant online platforms	Monthly	CDS
3	Periodic social media updates	Selected social media outlets	Weekly	CDS
4	Newsletter	E-mail	Quarterly	CDS
5	Harmonizing styling guides	Harmonizing styling guides for COWASH IV materials, trainings and power point presentations	Before the end of EFY 2016	FTAT
6	Producing a short video on the COWASH IV project in English and Amharic (VO dubbed with other local languages if possible)	Video shown or broadcasted during meetings with federal and regional authorities, international development partners and beneficiaries	One final product before the end of EFY 2016	CTA, CDS, JPO

7	Producing a documentary or TV/radio program on the works of COWASH IV	Produced and aired by an online streaming company, such as Habeshaview, and local TV/radio stations	One final product before the end of EFY 2016	CTA, CDS, JPO, SBCS
8	Producing promotional materials	Notebook, T-shirts/vests, caps, sticker	Before the end of EFY 2016	OMA
9	Booklet/brochure	Project stories, photos showing project activities with a short summary	Annually	CDS
10	Producing maps that provide information on project activities		When necessary	JPO
11	Translate/add subtitles to videos available on the website to Amharic		Before the end of EFY 2016	CDS
12	Producing and translating COWASH IV thematic messages into Tigrigna		Before the end of EFY 2016	CWS, CDS, SBCS
13	Broadcasting the prepared COWASH IV promotional audio messages	On local TV and radio	Twice a year	CDS, SBCS

14	Promoting works of COWASH IV and WASH during market days	Using megaphones, dramas and other related means	Quarterly	FTAT, RSU, Woreda focus persons
15	Engaging with international and national newspapers, TV and radio to secure news production		2-3 times per year	CDS, JPO/FTAT
16	Holding FTAT internal meetings		Weekly	CTA
17	National Steering Committee meeting		2-3 times per year	CTA
18	Report on the status of project implementation	Reports backed up with short project updates	To GoE and GoF quarterly	FTAT
19	Organizing regular meetings with EoF, MoF, MoH, MoE, and MoWE		Quarterly	JPO, CTA
20	Organizing FTAT visits to project communities	Organization website, social media and available partners' communication outlets	At least two times per month	FTAT

21	Organizing knowledge sharing workshops		Once a year	FTAT
22	Communications training to the RSU teams	By organizing a training workshop for each region	Before the end of EFY 2017	CDS/FTAT
23	Summarize manuals for enhanced clarity by hiring external writers		Before the end of EFY 2017	CTA, FTAT

7. Indicators of achievement for the different proposed tools

Indicators for each communication tool proposed. The targets are following:

- Minimum of twelve project stories annually
- Minimum of eight social media updates monthly
- Minimum of one Newsletter quarterly
- Minimum of two field visit missions to project communities monthly by FTAT team
- Minimum of one coordination meeting with stakeholders quarterly
- Minimum of two reports produced annually
- Minimum of one video showcasing COWASH IV activities
- Minimum of one documentary/TV program highlighting project activities
- One knowledge-sharing event annually
- Minimum of 200 copies of booklet or brochure produced and distributed to key stakeholders

Annex 1.

Graphics Guideline



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1. Introduction

This Graphics guideline serves as a guide for maintaining COWASH IV's brand identity through consistent visual communication. It covers key elements such as color palette, typography and logo usage. Following these guidelines helps the project stay true to its mission, making it more recognizable and engaging for stakeholders, leading to greater success.

2. Color palette

Primary: Blue/Tory Blue

#0D44AC

Secondary: White

#ff

3. Topography

To maintain consistency and professionalism across all project communication materials, COWASH IV will adhere to the following guidelines:

- The primary font for standard communication materials is Times New Roman.

  "COWASH IV work to empower rural Ethiopian communities to build their own WASH facilities."

- For communication materials that require a more sophisticated and elegant appearance, the preferred font is Garamond Regular.

  COWASH IV works to empower rural Ethiopian communities to build their own WASH facilities.

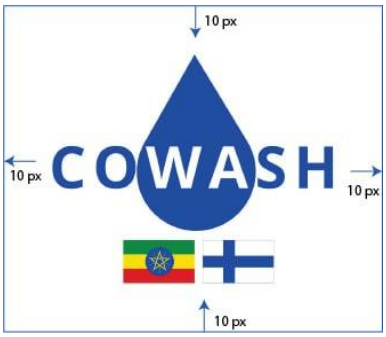
The use of these fonts should be consistent across all communication channels, including print materials, digital platforms and presentations.

4. Logo usage guidelines

The COWASH IV logo is an essential element of the project's visual identity. It represents the project's mission and values, and it should be used consistently and appropriately to maintain a strong brand image.

Logo guidelines

- Always use the logo in its original size and proportions.
- Place the logo prominently on all COWASH IV materials.
- Do not alter the logo in any way.
- Maintain a minimum clear space of 10px around the logo.



Logo placement and prominence

When displaying the COWASH IV emblem alongside other emblems or logos, it must be given equal prominence and visibility. Position it to ensure equal visual weight and recognition compared to other emblems or logos.

Logo application

To establish brand recognition and reinforce the project's identity, the COWASH IV logo should be prominently displayed on all communication materials, including:

- Printed materials (brochures, flyers, posters, reports, etc.)
- Digital materials (website, presentations, etc.)
- Promotional items (T-shirts, mugs, pens, etc.)
- Project vehicles and equipment

All project staff are required to wear clothing bearing the COWASH IV logo during all field missions. This measure enhances visibility and facilitates identification among communities and stakeholders.

Logo consistency

Consistent use of the COWASH IV logo across all applications is essential, following the project's visual identity guidelines. These guidelines offer clear instructions on logo usage, including color palette, typography and proportions. By ensuring uniformity in logo application, the COWASH IV project can establish a cohesive and easily recognizable brand image.

5. Photography and image guidelines

Photography guidelines

- Lighting: Use for natural light whenever possible. If artificial light is necessary, ensure it is evenly distributed without creating harsh shadows. Avoid using images that are too dark, busy, out of focus or low resolution.
- Background: Choose clean and clutter-free backgrounds. Avoid backgrounds that are too busy or distracting.
- Focus*:* Ensure your photos are sharp and in focus.
- Editing*:* Limit editing to maintain authenticity Avoid over-processing your photos. The images you use should feel natural, un staged, and compelling.
- Humanization and respecting dignity and cultural Sensitivity: Ensure photos portray individuals with respect and avoid representations that reinforce negative stereotypes.
- Informed consent: Obtain clear and informed consent from all individuals before capturing their image.

Image guidelines

- Use high-quality images that align with COWASH IV's work and goals.
- Maintain clean, simple and representative images that reflect COWASH IV's values.
- Incorporate high-resolution images of water sources, sanitation facilities and community members to enhance the visual appeal and connect with the target audience.



6. Style guides

Publication and reports

Use a clean and professional layout, with clear headings, subheadings and body text. Use a large font size for headings and a smaller font size for body copy. Use high-quality images that align with COWASH IV's brand identity. Use a consistent color palette, adhering to the defined brand colors.

COWASH IV standard description

COWASH IV uses the following text to standardize its description across all reports and publications.

"COWASH IV is a bilateral project working to improve access to water, sanitation and hygiene (WASH) services in eight regions in rural Ethiopia. Funded jointly by the Governments of Ethiopia and Finland, it is implemented by the Ethiopian Ministry of Water and Energy in collaboration with the Ministries of Education, Health and Finance, alongside regional WASH partners."

Digital media

Website and social media: Employ a modern and responsive design, ensuring accessibility across various devices. Use clear and concise language, tailored to the target audience. Incorporate high-quality images that showcase COWASH IV's activities and achievements. Adhere to the defined color palette, maintaining consistency across all digital platforms.

E-mail signature: E-mail signatures should include the signature information of staff with COWASH logo. Website link should also be added after the contact details.



Presentations: Adopt a clear and concise structure, with logical progression of ideas. Utilize visuals, such as images, charts and graphs, to support the presentation's message. Maintain consistency with COWASH IV's brand identity by using the defined color palette and typography.

Templates for PowerPoint presentations

COWASH IV will provide standardized templates for PowerPoint presentations to ensure that presentations are visually appealing, consistent with the project's brand identity and easy to create. These templates will guide the design and structure of presentations, promoting professionalism and consistency across all communication materials.

7. Stationery

Logo placement

- Ensure the logo is placed proportionally and maintains consistent spacing.
- The COWASH IV logo should typically be positioned the center or left-hand corner

Font choice

- Use Times Roman Bold for headings
- For body copy, maintain consistency with the graphic guideline’s recommended font.

Color palette

- Adhere to COWASH IV's primary color palette of blue (Tory Blue #0D44AC) and white (#ffffff).

- Use blue for the organization's name and address and black for the body copy and other details.
- Maintain a consistent color scheme.

Spacing and margins

- Ensure adequate spacing and margins around the content to create a clean and balanced layout.
- Use consistent spacing between lines of text and maintain proper margins around the edges of the page.

Contact information

- Include clear and complete contact information for COWASH IV, such as the organization's address, phone number and email address.