



Identity Guidelines for

MWSIP



**Identity Guidelines for
Mahaweli Water Security Investment
Program (MWSIP)**

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ABBREVIATIONS

PMU - Program Management Unit
ID - Irrigation Department
MASL- Mahaweli Authority of Sri Lanka
PIU - Project Implementation Unit
Prog.D - Program Director
IEC - Information, Education & Communication
PMDSC - Program Management, Design & Supervision Consultant
PAP - Program Affected Persons
ADB - Asian Development Bank
MMDE - Ministry of Mahaweli Development & Environment

Need for basic identification guidelines

MWSIP is a major development intervention that will create immense results for the water sector of the island nation. MWSIP will work closely with a vast range of stakeholders in the sector and beyond.

In the execution of MWSIP, the way the public perceives the Program will depend on its image, which is built on the Program identification. Achieving a good and recognizable identity for such a Program doesn't simply happen: there has to be a relevant strategy in place in the Program for achieving this aim. MWSIP has devised strategic communication approaches that are aligned with Program identity guidelines, which are expected to enable the Program to create a positive impact among the stakeholders in a range of different levels and the general public.

Promoting recognition

If the Program is consistent and easy to recognize, it will help people perceive it as being special and systematic. It will further help them build credibility and trust in MWSIP.

It helps MWSIP look different from similar programs

It is critical, in a global network, to communicate and stand out from the crowd. The MWSIP is no longer merely sharing information on a local stage; rather it is communicating with the entire world via its website and social media. It is therefore essential that the Program's identity is clear and differentiated, so as to communicate not only with local audiences but also with millions of people around the world who have access to the internet

Objectives

- *Promote recognition*
- *Help MWSIP look different from similar programs*
- *Provide clarity, motivation and direction for workforce*
- *Enhance the image, visibility, and personality*

Identity provides clarity, motivation and direction

Identity guidelines will also provide the framework for shaping the thinking of Program staff, so that these staff work consistently towards achieving Program objectives instead of working in an *ad hoc* manner. This framework will be helpful for encouraging Program staff to work more effectively and proactively. An image built on a strong identity will add value to the whole Program and its human resources.

Enhance the image, visibility, and personality

The standardized IEC (Information, Education & Communication) materials will assist in building the image and "personality" of the Program among stakeholders. Standardized communication tools will aim to encourage people to have a positive attitude to the Program. If no standard approach is in place within the Program, there is a possibility that unplanned communication approaches could unintentionally

create a negative impact on the Program's image and its implementation arrangements.

All functional units and partners of MWSIP are encouraged to adapt their work style to comply with basic identity guidelines. The Program should adhere to these guidelines, especially in media and public relations activities, such as public events, publicity interventions, and other relevant applications.

Standardized procedures also need to be maintained for Program documentation. These guidelines are aimed at setting up such standards and it is vital for MWSIP functional units (PMU & PIUs) and other collaborative partners to follow them in designing their outreach activities.

The basic guidelines set out in this document will be revised, updated, and further developed in line with the requirements of the MWSIP.

- *The standardized IEC (Information, Education & Communication) materials will assist in building image and personality of the Program among stakeholders*
- *All functional units and active partners of MWSIP are required to be adapted to basic identity guidelines*
- *Program should adhere to these guidelines especially in media & public relations activities, organizing events, display efforts, and other relevant applications*
- *The basic guidelines set out in this document could be revised, updated, or further developed as per the requirements of the MWSIP*

Expression of Program identity

Major elements that should be used in a standard way include those listed in subsequent sections.

2.1. MWSIP logo

The logo is a key identifier of the MWSIP and is made up of a set of elements. When it is used, the shape, colour and the proportions should remain unaltered. This logo is to be placed on all stationery and other key outreach materials that MWSIP will use to communicate externally. No other logos should be used to denote MWSIP.

Wherever possible, the logo is to be placed on Program publications (leaflets, booklets, pamphlets, reports, posters, books, newsletters, etc.), display items (sign boards, banners, name boards, display items, light boxes, etc.), mass media pieces (advertisements, animations, themes, graphics, videos etc.), online applications (graphics in social media, website) and other special items, such as name cards, invitations, greetings, memoranda, and letterheads, all of which help to convey the Program identity to the wider public.

The MWSIP logo position on stationery

Bottom right, with enough space to cutting edge/ binding margin.

Wherever possible, the colour version of the logo should be used without any alteration or deformation.



Figure 1 - Widely Used Logos in the MWSIP

- No other logos should be used to denote MWSIP
- The MWSIP logo position on stationery - Bottom right, with enough space to cutting edge/binding margin
- When it is used, the shape, colour and the proportions should remain unaltered



Figure 2 - Example for a MWSIP Publication (Leaflet)

2.2 Government logo

MWSIP is implemented by the Government of Sri Lanka (GoSL) and is operated under the Ministry of Mahaweli Development & Environment. IEC materials are to be designed with the Government logo inserted.

*The government logo on stationery -
Either top or bottom on the left or middle
with enough space to cutting edge/ binding
margin*

*Other collaborative partners' logos on the
left of the MWSIP logo with proper spacing*

*Identified theme colour shall be used for
designing the outreach materials*

The Government logo position on stationery - either top or bottom on the left or in the middle, with enough space to the cutting edge. The Government logo should be placed in a dominant position on the design. The full colour version of the logo should be used wherever possible.

2.3 Other collaborative logos

Other collaborative partners' logos should be placed to the left of the MWSIP logo with appropriate spacing. The full colour version of these logos should be used wherever possible without any deformation. It is important to ensure readability of quoted text or slogans embedded in any of these logos.

2.4 Colour palette

Several colours have been identified for MWSIP's theme. The colours used by MWSIP partners (ADB, GoSL, Irrigation Department, MASL) were taken into consideration in selecting these theme colours. The identified theme colours are to be used for designing the IEC materials.

Use of the above colours and of other colours derived from them is preferred for any designs relating to MWSIP. The use of some other colours would also be acceptable as a contribution to achieving eye-catching and attractive designs, provided prominent places are given to MWSIP theme colours, so as to maintain the Program's image.



Figure 3 - Theme colours

- *Main font (English) - Calibri*
- *The secondary typefaces - Arial & Times New Roman*
- *Font on animation/movie - Arial, Verdana*
- *Font for Sinhala documentation - Iskolapotha & FMEcon*
- *IEC materials (Sinhala) - FM Malithi" FMGanganee" and "FM Bindumathi"*
- *Tamil documentation - "saiindira" and "Kalaham"*

2.5 Typeface

2.5.1 English

- The main typeface for MWSIP documents is Calibri. The suggested minimum type size for text body is 11pt. Any option in colour, size, and weight can be used according to the requirement. Bold, underline, italic, and other possible variables would be acceptable when appropriately used. This will be used in lengthy documents such as reports, books, manuals newsletters, etc.
- The secondary typefaces are Times New Roman (body text size 12) & Arial (body text size 11)
- The proposed typefaces for text on animation are Arial & Verdana. These fonts are suggested since reading on visual or movie format is hardly different from reading printed documents. The fonts are recommended for work in Powerpoint, in titles for videos, in animations, and for web-based applications

2.5.2 Sinhala

The typeface "FM Malithi" is for body text in Sinhala publications and other IEC materials that are used for dissemination for awareness creation and media engagement. "FMGanganee", "FMBasuru" and "FM Bindumathi" typefaces are suggested for headings and sub-headings of the publications and display items.

"Iskoola potha" & "FMEcon" are the typefaces for Sinhala lengthy documents (reports, manuals) and letters that are shared within the Program.

2.5.3 Tamil

Typefaces "saiindira" and "Kalaham" will be used for Tamil documentation.

2.6 Special headings

Special headings that are widely used in the Program will need to be clearly defined. These will be popular among stakeholders and the public. Identifying those headings and making guidelines for their identity is important. "MWSIP" is considered to be a key acronym for conveying the Program



Figure 4 - Example of a Vehicle Sticker

name to the general public. This acronym will be prominently displayed at many Program events and on many items (e.g., vehicle stickers) within the Program. It is important to stress the use of these guidelines for ensuring that these displays are consistent with the image of the Program.

The following guidance for special headings is provided for use in publications, on display boards / name boards, in graphics for web sites, in video titles, on vehicle stickers, and on any other IEC materials.

- Typeface Arial - for name of the Program
“ Mahaweli Water Security Investment Program”
- Typeface Arial - for an abbreviated name “**MWSIP**”
- Typeface Fm Gangee - for “ Mahaweli Water Security Investment Program” in Sinhala
- මහවැලි ජල සුරක්ෂිතතා ආයෝජන වැඩසටහන -
- Typeface Kalaham - for “ Mahaweli Water Security Investment Program “ in Tamil
- மகாவலி நீர்ப்பாதுகாப்பு முதலீட்டு நிகழ்ச்சித்திட்டம் -

“MWSIP”

“ Mahaweli Water Security Investment Program “

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மகாவலி நீர்ப்பாதுகாப்பு முதலீட்டு
நிகழ்ச்சித்திட்டம்

2.7 PowerPoint (PPT) presentations

It is important to secure the Program identity in PowerPoint presentations by every operational unit (PIUs & PMU). Standardized PPT will enhance the consistency and subsequently the identity perceived by the audience. The standardized PowerPoint presentation template is required for any common forum where Program stakeholders meet.

- The first slide of the presentation is required to display both government and MWSIP logos
- MWSIP and government logos to the right, at the bottom of the first slide
- MWSIP logo goes to the right at the bottom of all slides of an entire presentation
- Name of the Program (MWSIP) is to be displayed in the correct font
- If using background colours, use only one or two main colour themes
- Font for body text in a PPT presentation is “Arial” and titles are in font “Verdana”
- Fonts for slide with Sinhala text are “FMMalithi”, “FMBindumathi” and “FMGangane”. Tamil font for PPT presentation is “Kalaham”



Figure 5 - Example of the First Slide of a PPT Presentation



Figure 6 - Example of a Slide in the Middle of a PPT Presentation

2.8 Videos

MWSIP will use videos for media engagement as well as for public awareness creation. The Program identity should also be reflected in these videos.

- Relevant logos (Government, MWSIP, ADB, etc) are to be displayed in videos
- Program name should appear with correct font
- Colour theme should be respected
- Background music specifically composed for MWSIP

2.9 Web applications

When using the web, it is essential to protect the Program identity by adhering to the following guidelines. It is also important to embed the Program identity in the official website of MWSIP.

- Relevant logos (GoSL, MWSIP, ADB, etc.) in full colour formats
- Program name is to appear in the correct font
- Colour themes are to be respected

- *Display both government and MWSIP logos appropriately in first slide*
- *MWSIP logo goes to the right at the bottom of all slides of the entire presentation*
- *Logos, colours and program name in the correct font shall be displayed in videos*
- *MWSIP colours, logos & fonts shall be used in MWSIP website appropriately*

2.10 Display items

MWSIP will use display boards to disclose information in the interests of transparency and awareness creation. The boards will be fixed near offices, construction sites and also as roadside display boards. It is essential to follow the guidelines in designing those display boards as per standardized format to protect the identity. This is also applicable for other display items, including enlarged photos, light boxes, banners, posters etc.

- The Government logo is to appear on either top or bottom, left or middle
- MWSIP's logo should appear at the bottom right corner
- Other collaborative logos should be placed to the left of the MWSIP's logo
- The Program name should appear in the right font and right size for easy readability
- MWSIP's theme colours are preferred to be used.
- Appropriate use of languages as per requirements (Sinhala, Tamil and English)
- Two special theme colour bars at the bottom of the board as per given sample
- Whenever pictures are used for the design, text content should be placed on the left with pictures on the right

2.11 Letterheads

Letterheads are designed to enhance the identity. Since they have a high visibility and a broad circulation, letters should be presented precisely according to the Program identity guidelines. Consistent use of the same letterhead design is a must for the entire Program.

It is proposed that one common format should be used for letterheads for the MWSIP.

Each unit (PMU and 3 PIUs) can insert the necessary information within this common format as required.

Font type, size, space, colours and logos positioning are to be kept unchanged in line with the common format as show in samples.



Figure 7 - Format for a Display Board

It is essential to follow the guidelines in designing display boards as per standardized format to protect the identity of MWSIP

Logos, fonts and theme colours in display boards are to be used as per given sample

Letterhead should be presented precisely according to the Program identity guidelines

It is proposed to use one common format for letterheads for MWSIP

Other outreach materials (IDs, name cards, invitations, greetings, signature for mail etc.) that are released under Program name shall be designed appropriately



Figure 8 - Letterheads



Figure 9 - Examples for Cover Pages



Figure 10 - Sample for a Banner, Name Card, Identity Card, Leaflet, and Email Signature

Special Emphasis

Any IEC materials that are designed for dissemination among the general public, stakeholders, media, and Program-affected persons (PAP) are expected to follow the above guidelines without sacrificing creativity.

The prior approval of the Program Director of PMU is required before printing of any IEC materials designed by PMU, PIU, PMDSC, collaborating agencies, stakeholders, and other related divisions of the MWSIP. The communication team of MWSIP will help to keep the materials in line with the above guidelines.

Any IEC materials that are produced by outsiders (advertising agencies, resource persons, hired consultants, etc.) for the MWSIP should also be in line with these guidelines. The communication team of the MWSIP will help other stakeholders and partners become familiar with the basic identity guidelines.

3.1 Overall appearance of the IEC materials

MWSIP will be an important part of the holistic development of the country. It will serve the northern part of the island by investing in the water sector for future development. Therefore, the concepts of “Water”, “Development”, “Future” and “All Nations” will be main core areas in the Program. These main areas should consistently run through and be reflected in any IEC materials released by the MWSIP. Any IEC materials should be designed in such a way as to show these four core areas.

Clearance process for communication materials

Communication materials created within the MWSIP must be aligned with these identity guidelines introduced by the MWSIP. Partners who wish to design and publish any communication materials under the name of the MWSIP are also required to adhere to this guidance.

Materials that are being designed for publication or dissemination among the general public should also obtain prior approval or clearance from Program Director of PMU before distribution. The Program Director will approve those designed materials which comply with the identity guidelines and of which the content is in line with the Program's objectives. In selected cases, the Program director will obtain prior approval from the Secretary of the MMDE.

Heads of the stakeholders and Project Directors of PIU are welcome to share any design with the Program Director for this clearance and approval prior to publication and dissemination.

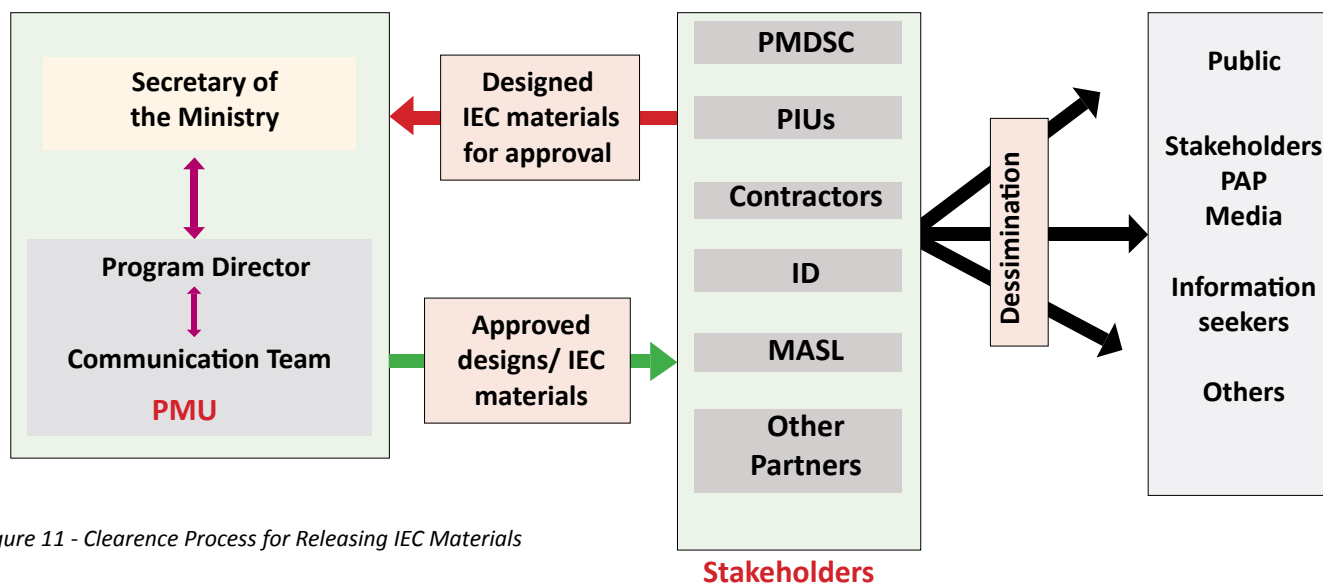


Figure 11 - Clearance Process for Releasing IEC Materials



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Mahaweli Water Security Investment Program



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 மகாவலி அமைச்சுத்தி மற்றும் சுற்றுலா அமைச்சு
 Ministry of Mahaweli Development & Environment

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 திட்ட முகாமைத்துவப் பணிமனை
 Program Management Unit

නො. 493 1/1, ටී. ඩී. ජය මාවත, කොළඹ 10 இல. 493 1/1 இ. ஏ. ச. ஜயா மாவத்தை, கொழும்பு 10 No. 493 1/1, T. D. Jayah Mawatha, Colombo 10
 ☎ Program Director +94112675811 📠 Consultant +91180810 📠 General Office +94112 675810 📠 Office Fax 0112 675810 📧 pda@pmpunit@gmail.com

PMU Office - (UCCP)
 Upper Tuhera Canal Project
 UEC Project Office
 Mahaweli Authority of Sri Lanka
 Madatugama
 Tel: +9425 3248804
 Fax: 025 3248804
 e-mail: uccp_mawp@gmail.com

PMU Office - (MBCRP)
 Misper LS Canal Rehabilitation Project
 Divisional Irrigation Engineer's office premises
 Nuwara
 Tel: +94 112157205 / 0712189128
 Fax: 025 2217006
 e-mail: mbcrg_mawp@gmail.com

PMU Office - (NWPCP)
 North Western Province Canal Project
 Irrigation Department
 P.O. Box 44, Kandy Road
 Kurugalle
 Tel: +9417 8970783
 Fax: 017 2221511
 e-mail: nwpcp_mawp@gmail.com

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Ministry of Mahaweli Development & Environment

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Project Implementation Unit

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Irrigation Department, Sandy Road, Kurunegala

☎ Project Director: +9437 221 1111 ☎ General Office: +94373970783 ☎ Office Fax: 037 221 1111 ☎ mwpcp@nwpcp.gov.lk

 **PMU Office**
Program Management Unit
Mahaweli Water Security Investment Program
No. 493 U/L, T. S. Jayah Mawatha, Colombo 10
Tel: +94 112 675820
Fax: 0112 675823
e-mail: pmu@nwpcp.gov.lk

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Mahaweli Water Security Investment Program



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Ministry of Mahaweli Development & Environment



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Project Implementation Unit

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☎ Project Director: +9471 212 5212 ☎ General Office: +94251249004 ☎ Office Fax: 025 204806 📧 uecp.mawel@gmail.com



Water Security

PMU Office
Program Management Unit
Mahaweli Water Security Investment Program
No. 492 3/3, C. B. Jayathilaka, Colombo 10
Tel: +94 112 675810
Fax: 0112 675810
e-mail: uecp@project@gmail.com

මහවැලි වම් ඉවුරු ඇළ පුනර්නිර්මාණ ව්‍යාපෘතිය
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Ministry of Mahaweli Development & Environment

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Project Implementation Unit

මහවැලි ඉංජිනේරු කාර්යාංශය
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Divisional Irrigation Engineer's office premises, Nasakka

Project Database : +94 (0) 22589777 General Office : +94 (0) 22589777 Office Fax : +94 (0) 22589777 e-mail : www.mwsi.gov.lk

 **PMU Office**
Program Management Unit
Mahaweli Water Security Investment Program
No. 455 L/L, T. B. Jayathilaka Mawatha, Colombo 32
Tel: +94 (0) 22 875620
Fax: 011 875810
e-mail: pmu@mwsi.gov.lk





Mahaweli Water Security Investment Program
Ministry of Mahaweli Development & Environment
No. 493 1/1, T. B. Jayah Mawatha, Colombo 10
Telephone - +94112 675810, Fax – 0112675810
E-mail: pdadbproject@gmail.com