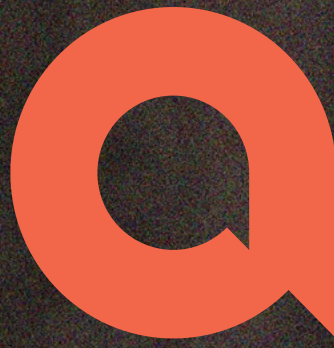




**WELCOME TO
THE ELTON JOHN
AIDS FOUNDATION'S
NETWORK**



**ELTON JOHN
AIDS FOUNDATION**

GRANTEES WELCOME PACK

66

IF WE CAN FIND THE **LOVE** AS A GLOBAL COMMUNITY THAT **EVERY LIFE HAS EQUAL VALUE**, IF WE CAN SUMMON THE COMPASSION TO PROVIDE TREATMENT AND PREVENTION FOR EVERYONE LIVING WITH HIV – **AND I MEAN EVERYONE** – NO MATTER WHO THEY ARE, WHERE THEY LIVE, OR HOW RICH OR POOR THEY MAY BE...

...WE CAN END AIDS FOREVER.”



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WELCOME TO THE FOUNDATION

A LETTER FROM OUR CEO



PHOTO CREDIT: GREG GORMAN

“
WE ARE COMMITTED TO
OVERCOMING THE STIGMA,
DISCRIMINATION AND
NEGLECT THAT KEEPS US
FROM ENDING AIDS.”

Dear colleagues,

On behalf of our Founder Sir Elton John, our Chairman David Furnish, our entire Board of Trustees and the staff at the Elton John AIDS Foundation, we're thrilled to welcome you to the Foundation network as one of our grantees. We can't wait to see the impact that we'll have together towards ending the AIDS epidemic.

Our Foundation is committed to overcoming the stigma, discrimination and neglect that keeps us from ending AIDS, especially in the most vulnerable communities around the world. We've specifically chosen you as a partner, because we trust in your ability to deliver for the most at-risk communities in some of the most challenging environments. Thank you for being our partner in this work.

Enormous progress has been made since the Foundation was founded in 1992, but our work is far from done! Achieving an end to the global AIDS epidemic, where no one is left behind, will continue to require bold action, continued advocacy and partnerships like ours.

We know you work with many different organisations and donors, so we're sharing this Welcome Pack to help answer any initial questions, explain what you can expect from us, and make it easier for us to work together. However, if you ever need any help or have any other questions, your grant manager will always be on hand.

As well as supporting your work, we want to share the stories, achievements and learning it generates. This is why we've also included some guidelines on what works best, as well as how to acknowledge the Foundation's support in your own communications.

We hope you find this guidance helpful.

Warmly,

Anne Aslett
Chief Executive Officer

OUR MISSION
IS SIMPLE: AN
END TO AIDS



ORGANISATIONAL VALUES

BRAND GUIDELINES

POSITIONING



PURPOSE

OUR WHY

To raise awareness and funds to support an end to the AIDS epidemic.

VISION

WHERE WE'RE GOING

A world free from the stigma and discrimination that fuels HIV/AIDS, where HIV infections are rare and everyone has access to lifesaving, affordable medication.

MISSION

OUR FOCUS

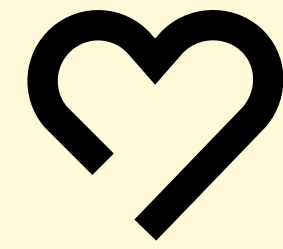
An end to the AIDS epidemic, for everyone.

VALUES

HOW WE ARE

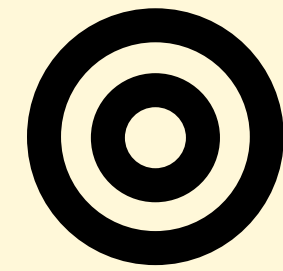
Connection
Courage
Creativity
Care

OUR VALUES



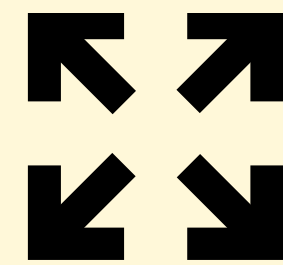
CONNECTION

Collaborating to make a difference.
Committed to inclusion.
Giving people a voice.



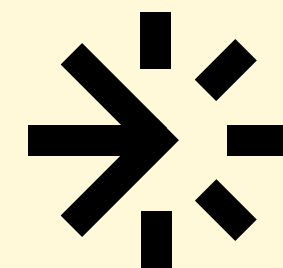
COURAGE

Courageous in our action.
Bold in our words.
Relentless in our mission.



CREATIVITY

Empowered to innovate.
Open to new ideas.
Always learning.



CARE

Driven by our mission.
Creating a world free from AIDS.
Leaving no one behind.



GRANT MANAGEMENT FAQ'S

WE ARE DELIGHTED TO PARTNER WITH YOU AS WE WORK TOWARDS ENDING THE AIDS EPIDEMIC.

THE FOLLOWING LIST OF FAQ'S SHOULD ANSWER ANY INITIAL QUESTIONS YOU MAY HAVE ABOUT YOUR GRANT. PLEASE STAY IN TOUCH WITH US THROUGHOUT THE PROJECT – YOUR GRANT MANAGER WILL ALWAYS BE ON HAND TO HELP YOU AND ANSWER ANY QUESTIONS.

COMMUNICATING WITH US



Q WILL THERE BE REGULAR OPPORTUNITIES TO DISCUSS OUR PROJECT WITH THE FOUNDATION?

Yes, your grant manager will be in touch to set up regular check-ins from the start of your grant. This will give you an opportunity to update the Foundation on the progress of your grant, share information about your programme's successes and challenges, and raise any questions or concerns.

Q WILL THE FOUNDATION VISIT OUR PROJECT?

Yes, your grant manager will be in touch to set up periodic visits. Your project may be visited by your grant manager, along with other employees of the Foundation, such as the communications team, and potentially the Foundation's Board members. These visits provide us with an opportunity to meet your programme team and project beneficiaries, monitor and evaluate your grant's progress, collect stories, and work collaboratively to provide solutions to any outstanding issues.

Q CLOSING OUR PARTNERSHIP

Shortly after your grant has concluded, you will need to submit a Final Report. This report should demonstrate the successes, challenges and lessons learnt from your grant, along with your total progress towards your KPIs and your final expenditure. Your grant manager will review this report and let you know if they have any final questions or require any clarifications.

The Elton John AIDS Foundation does not award 'renewal' grants, and any request for continued support must be submitted via a new application.

Q WHAT IF I HAVE FOUNDATION FUNDS LEFT OVER AT THE END OF MY GRANT?

As well as stating this in your final Narrative and Expenditure Report to the Foundation, please email your grant manager with details of the unspent funds, including their value and where the savings came from. Your grant manager will advise on the next steps to take.

ASKING FOR CHANGES TO YOUR GRANT

The Foundation anticipates that on occasion grantees may need to make post-award changes to their award budgets, or other aspects of their approved applications, in order to achieve their programme's objectives. Please see the following information on how to request changes to your grant.

HOW DO I ASK FOR A BUDGET REALLOCATION?

If you wish to submit a budget reallocation request, partners can deviate from their budget without written approval from the Foundation, but only up to a 10% variance within the budget category. If above this variance, please email:

- A summary of the request and why it's needed
- A budget demonstrating the proposed reallocations and justification for/additional commentary about them

Please note – your grant manager may have further questions or require more information before they can approve your reallocation request.

HOW DO I SUBMIT A NO COST EXTENSION (NCE) REQUEST?

If you'd like to request an NCE, please email your allocated grant manager, providing:

- A summary document explaining why you need a NCE. If the NCE will impact on your KPIs, please share any revised targets
- A budget for the extension period
- A list of key activities set to take place during the extension period

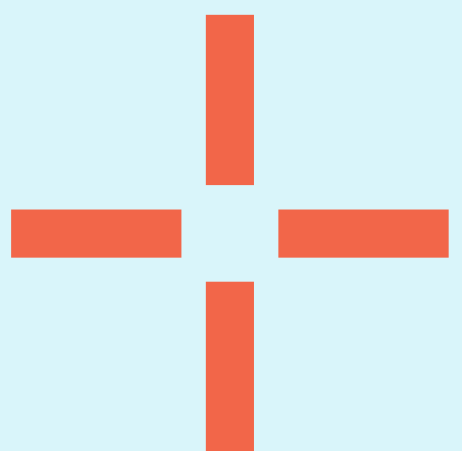
Please note – your grant manager may have further questions or ask for more information before approving your NCE request.

HOW DO I SUBMIT A REPROGRAMMING REQUEST?

If you wish to submit a reprogramming request to the Foundation, please first email your allocated grant manager with the below information:

- A summary of the reprogramming request and why it is required
- An explanation of how your reprogramming request will impact your KPIs and any revised KPI targets
- A budget for the reprogramming request
- A list of your key activities and how they will be impacted by your request

After you have submitted the above documentation, your grant manager is likely to ask for a phone call to further discuss your reprogramming request.



REPORTING AND PAYMENTS

WHEN WILL MY ORGANISATION RECEIVE GRANT PAYMENTS?

You'll receive your first grant payment within 28 days of receipt of the fully executed Letter of Agreement – which also highlights your reporting deadlines. If you anticipate any reporting delays, please email your allocated grant manager and request an extension to the deadline.

Once you submit a report through the Grantee Portal, your grant manager will review the report and let you know if they have any questions or need any clarification. Grant payments are dependent on:

- The submission, and approval, of your organisation's financial and narrative reports
- Demonstration that your organisation has sufficiently spent down the funds that have been disbursed to you (on your Foundation grant). Your grant manager can put payments on hold until you have sufficiently spent down funds. This decision is at the discretion of your grant manager and the Foundation's finance team
- Your grant activity sufficiently aligns with the commitments made in your application, unless a prior reprogramming request has been made to the Foundation

Grant payments will be disbursed within 28 days of the receipt, acceptance and approval of your interim reports. When a payment has been made, you'll receive an email notification.

HOW DO I SUBMIT REPORTS TO THE FOUNDATION?

Please submit all reports through the **Foundation's Grantee Portal**. You'll receive email reminders to fill out and submit the Grant Report 30 days before, 14 days before, and on the day the Grant Report is due.

- **Narrative Report** – this report requires you to summarise your progress towards planned activities, outputs, outcomes, and impacts. It offers you the space to describe any challenges you have faced and highlight any ways that the Foundation can support you
- **Expenditure Report** – demonstrating your actual expenditure for the reporting period and lifetime of the grant, compared to your previously budgeted expenditure. This report will demonstrate any variance and provide a justification of the variance, while highlighting your total expenditure to date and the value of the Foundation's funds you currently hold
- **Key Performance Indicator (KPI) Results** – you are required to submit results against all Key Performance Indicators that have been agreed in your Monitoring, Evaluation & Learning (MEL) Plan and summarised in the Letter of Agreement
- You may be asked to submit a **Workplan Report**, detailing the activities you're implementing, and the outcomes achieved for the reporting period

The Foundation will send you templates ahead of your reporting deadlines; please ensure you complete your reports using the templates provided.

As part of the reporting cycle, twice per year, we kindly ask that each of our partners share details of someone you think would make a great story and who is happy to talk about their experiences. More details on this on page 14.

HOW DO I USE THE GRANTEE PORTAL?

Here is a link to the Grantee Portal. Please follow **this link** for guidance on using the Grantee Portal, particularly related to MEL, along with how to submit reports, and use the community function.

WHAT IS A GRANT REVIEW?

Every year, we choose a handful of grantees for an internal controls review. We use an independent audit firm or in-house resources to assess the grant's financial and reporting controls, to give us and our donors assurance that our funding is being used and reported correctly.

WHAT HAPPENS IF MY ORGANISATION IS SELECTED FOR A GRANT REVIEW?

We'll liaise with you to select a suitable date for the grant review and share the audit plan with you. The review may be in person or conducted remotely. The auditor will contact you for the documentation and evidence they need, such as invoices and expenditure items. They may also request a walkthrough of your processes and interviews with staff members. We'll discuss the recommendations arising from the grant review with you, and agree any actions.

WHAT HAPPENS IF INTEREST ACCRUES ON MY GRANT PAYMENT DUE TO CURRENCY FLUCTUATIONS?

In the event that gains to you resulting from bank interest, currency movements or exchange rates exceed a value of \$3,000, an equivalent amount may be deducted by the Foundation from the payment of the balance of any future grant instalment(s) due to you.

Any loss resulting from currency movements or exchange rates must be managed by you and absorbed by the project without any adverse impact on the project except in exceptional circumstances

SHOWCASING STORIES ABOUT OUR WORK TOGETHER

STORY PROCESS

POWERFUL AND AUTHENTIC STORIES ARE A GREAT WAY TO DEMONSTRATE THE IMPACT OF PROGRAMS, CREATE EMOTIONAL CONNECTIONS WITH AUDIENCES AND ENCOURAGE MORE SUPPORT FROM DONORS.

As our partners delivering the work directly in your communities, you know the people you support better than we do, so we need your help finding and telling great stories together.

Your grants manager, at key points during the year, will ask for you to submit details of any individuals supported through our partnership whose story would bring to life why our work together is so important.

While we request stories from our partners, **making sure we are spotlighting willing participants is key**. We never want to force anyone to share their story, and aim to make sure they understand there will be no negative consequences if they choose not to.

A STORY SUMMARY SHOULD INCLUDE:

- Name
- Age
- Location
- Preferred pronouns
- An outline of how they are supported by you as a result of the Foundation's funding
- What makes this an interesting story
- Why the story shows impact
- Any photos if they exist already
- Any considerations – e.g. identity would need to be concealed

Following the submission of any stories, your grants manager will follow up with you to confirm if we would like to work with you to capture their story via interviews and photography.

TELLING IMPACTFUL STORIES TOGETHER

Here are our tips on how to identify a great story:

ASK YOURSELF:

- Did the person make an impression on you?
- Do they have a strong link to the work you do?
- Is there a sense of impact with their story?
- If their story involves times of trauma, do you get the sense that they might be able to talk about it without becoming immediately re-traumatized?
- Might they be a good spokesperson for the bigger picture – e.g. their family/peers/age group/village/community?
- Do they have a story to tell that has a sense of a beginning, middle and end?

If the answer is often yes, you have a good candidate!

WHAT MAKES A GOOD STORY:

- **A willing contributor**
 - If the person identified is comfortable, interested in the process and understands their involvement, the story will be stronger.
- **Quality over quantity**
 - One story with all the elements – such as powerful quotes, photographs, contextual information and emotion. Challenge and change is more useful than a few stories that only have one or two of these elements.
- **Collaboration**
 - Take a lead from the candidate about how they'd like to be represented, interviewed and photographed.
- **Informed consent**
 - We can only use a story if we believe a contributor fully understands why we are keen to tell their story and how this could reach many people through various communication channels including online, on social media, in news media or at events. See further information regarding safeguarding on the next page.
- **Varied photographs**
 - A strong mix of photographs.
 - Different emotions, backgrounds and details.
 - Portrait and landscape.
 - Good caption information: details about the people in each photograph, where they are, what they're doing, and how they're involved with the project.



SAFEGUARDING

Safeguarding is a top priority for the Elton John AIDS Foundation and our partners. Stories are important, but safeguarding is always more important – the two most important factors being:



CONSENT

The people who generously share their time, words and images with us have a right to know why these are being gathered and how they are to be used in the immediate future and for the longer term. Establishing trust will mean contributors feel more relaxed about sharing their story and being photographed and/or filmed.

Rather than simply ensuring a contributor fills in a form, informed consent is a multi-stage process. It means taking the time to have a conversation that lays out the details of how we will use the content, its editorial intent, ensuring that the contributor has time to reflect and consider how the contribution will be used and any other relevant information relating to participation before gathering any stories or images.

We would always ask that any contributor signs the Foundation's consent form and we would share this with you prior to setting up any story gathering exercises or interviews.

PROTECTING IDENTITIES

The Elton John AIDS Foundation does not reveal identities or share information that would put contributors at risk. To protect all contributors, in finished content we will not reveal more than one of these pieces of information:

1. Their family name
2. Specific location or hometown
3. Identifiable photos

In the below situations, contributors should never be identifiable due to the increased risk. Individuals whose identities may be hidden include:

- Those who are openly LGBTQ+ in a country where this is illegal
- Those living in a country where the stigma of living with HIV or AIDS is so high that there is a risk to life or wellbeing
- Those who are not comfortable with their HIV+ status
- Individuals who are refugees, forced migrants or stateless
- Individuals tackling mental health issues
- Survivors of gender based violence
- People who use drugs

If you are sharing details of a story, who needs to remain anonymous. Please ensure:

- Their names are changed in all documentation including databases (the only exception will be the original consent form which will detail both the original and the new names)
- Their identity is obscured in any images



EXAMPLE STORIES

SAMANTHA

A 16-YEAR-OLD GIRL WHO LIVES IN EPWORTH DISTRICT IN ZIMBABWE.

SAMANTHA IS A DOUBLE ORPHAN WHO LOST HER FATHER, IN 2020, AND HER MOTHER, IN 2022, TO AIDS.

When her mother died, Samantha became the primary care-giver to her two younger siblings and also the household's breadwinner. Due to a lack of financial resources, prolonged exposure to inhumane living conditions and a lack of employment opportunities, Samantha was forced into sex work to support the family.

Sadly, due to her young age and unequal power relation between Samantha and her 'clients', she struggles to negotiate for safe sex and has been raped on multiple occasions. In March 2023, Samantha fell ill and visited the local clinic where she discovered that she was not only pregnant, but that she had also contracted a Sexually Transmitted Infection (STI) and HIV. Distraught, Samantha reached out to Ngoni, one of the community peer-to-peer educators working with Mudiwa Foundation. Ngoni explained to her that her human rights had been violated and accompanied her to the Elton John AIDS Foundation supported Children's Legal Aid Clinic (CLAC) in Epworth District.

Upon arrival at the CLAC, Samantha had a private consultation with our social worker, who devised a case plan tailored to Samantha's situation. After this consultation, Mudiwa Foundation's legal team provided Samantha with services based on her case plan, including legal counselling, support making a police report, witness preparation and legal representation. The CLAC also referred Samantha to Mudiwa Foundation's sister organisation within the community referral network for psycho-social support services, where she received counselling and vocational skills training. The CLAC also linked Samantha with the Department of Social Development (DSD), which has since enrolled her younger siblings on the government's education scholarship for vulnerable children.



BORIS

AS A PEER CONSULTANT AT REVANCHE, ONE OF THE ORGANISATIONS WITHIN THE ALMATY MODEL FOR HIV EPIDEMIC CONTROL CONSORTIUM, BORIS FINDS HIS PERSONAL EXPERIENCE LIVING WITH HIV VALUABLE WHEN CONNECTING WITH OTHERS THROUGH HIS WORK.



Having lived with HIV for 19 years, and been on treatment for 13, Boris shares his experience of coming to terms with his HIV diagnosis – and accessing care – to support others living with HIV in Almaty, and support them to live well with HIV.

In his role, Boris helps implement the Almaty Model for HIV Epidemic Control, a RADIANT-supported project working to help end the HIV epidemic in Almaty, Kazakhstan's largest city. Boris's work helps dismantle the stigma and discrimination that people living with HIV experience in Eastern Europe and Central Asia (EECA) and supports people living with HIV across Almaty to gain access to medical treatment and care.

Boris's HIV diagnosis in 2003 was a watershed moment, impacting his life both personally and professionally: "The process of accepting my HIV diagnosis was a long journey. It wasn't until seven years after I found out about my HIV status that things began to change for the better."

In 2011, Boris reluctantly attended a self-help group for people living with HIV. To his surprise, he found an open and welcoming community there, and developed a routine of attending and eventually leading the classes: "Things developed from there, and international organisations began inviting me to undergo more formal training and speak at public events."

Boris now works with medical practitioners, community organisations and regional health authorities, to help newly diagnosed people living with HIV to begin accessing care, and provide crucial social support, such as housing and help with applications for identification documents.

A common challenge for Boris and his colleagues is access to treatment – largely due to inequality, stigma and discrimination that people living with HIV face. Boris recalls his experience with a newly-diagnosed young woman who had pre-existing health issues that required surgery. The private medical centre she was registered with refused to operate due to her HIV status, so she approached Boris's organisation for support. Boris and the team intervened by contacting the head physician at the centre, who admitted that occasionally there are cases when new employees refuse to operate on people who are HIV-positive, but assured him that training is carried out on an ongoing basis to mitigate these instances. Following this, with Boris's help, she was promptly admitted and treated via the State Centre for Human Reproduction, in an operation that likely saved her life.

Given the frequency of these instances, Boris explains: "It's a common theme for people with HIV to stop visiting the doctor for all health concerns due to their concern that their HIV status will be 'found out' and they will be refused any form of medical treatment. Sometimes you meet people who cannot even say the words 'HIV' or 'AIDS' out loud."

Stigma and discrimination are major drivers of the HIV epidemic in EECA, particularly among young people who are sexually active. Boris explains his experience with this: "Often people have never taken a HIV test in their life, simply due to the perceived shame of a positive HIV result." In addition to challenges with testing and prevention, Boris and his organisation work to address difficulties with adhering to treatment: "Many people are not compliant with treatment. They either do not seek treatment at all, or they receive drugs from their doctor, but do not take them."

Right now, Boris is alarmed by the fact that, despite the availability of testing and treatment, HIV infections continue to rise in the EECA region. This is why he believes that programmes like RADIANT, that support organisations to address HIV, are so crucial.

Despite the severity of the HIV epidemic in EECA, Boris has hope for the future: "The difference in attitudes today compared to ten

years ago is evident. A lot of work is being done by non-governmental organisations to train medical personnel, and many patients themselves are aware of their rights and the options that are available."

With the help of Revanche, barriers for people living with HIV in accessing public services are being broken. Boris notes a time when the organisation was approached by a disabled person who was refused access to rehabilitation services by two medical centres, on the basis that other residents could contract HIV from him. The case was taken to the Ministry of Labour and Social Protection and Boris – who managed the case – provided personal support to the individual affected, and ensured that the court and ministry had all relevant documentation that made clear that there was no risk of HIV transmission. Ultimately, the individual was accepted onto a rehabilitation programme – another example of how, case by case, Boris and the organisation are significantly improving the lives of people living with HIV.

In Boris's ideal world, HIV will be a thing of the past:

"A KEY STEP IN GETTING THERE IS TO REMOVE STIGMA AND DISCRIMINATION, SO SOCIETY TREATS PEOPLE LIVING WITH HIV LIKE PEOPLE WITH ANY OTHER CHRONIC CONDITION."



SUPPORTING OUR PARTNERS

SUPPORTING OUR PARTNERS

Every day, the Foundation is inspired by the life-saving work of our partners around the globe. As your partner, we want to support and amplify your work to audiences new and old, for maximum impact. Below are some of the ways that we're happy to support you. Reach out to your grant manager or the Foundation's communications team to find out more:

- Communications support with announcements and impact related to our partnership
- Participation in global conferences
- Recommendations for other donor organisations or future partners
- Guidance on the reporting process, including how to report expenditure, progress against Key Performance Indicators, and project outcomes and activities
- Support and guidance on the development of monitoring, evaluation and learning technical accompaniments



GUIDING PRINCIPLES FOR OUR BRAND



HOW TO USE OUR BRAND

BRAND KEY PRINCIPLES

As a partner of the Elton John AIDS Foundation, we'd like to share our guidance for using our brand and logo. Our aim is to help you represent and acknowledge our partnership fairly and in the correct way. In general, please ensure that the Foundation is represented on any collateral that's part of a project or initiative that we're funding.

- Please use our full name – Elton John AIDS Foundation – in all communications. Please don't use EJAF in external communications
- Any externally facing materials that you produce as part of our grant portfolio (brochures, pamphlets, posters, reports, films, etc.) must include the Foundation's name and logo, and follow our co-branding sizing guidance, unless otherwise agreed. Please ask for our approval for such materials before producing them
- In addition to the physical materials you produce, please ask for our approval for any externally facing communications that include our name and logo, like press releases, blogs or newsletters
- Any party or organisation that isn't part of a signed grantee contract with the Foundation, but which is also included on any co-branded material, needs to receive our approval (e.g. a corporate partner of the grantee next to the Foundation's name)
- Please notify us when you mention the Foundation in social media, so we can maximise the message's impact using our own channels. For such mentions, please use @ejaf (X, Tik Tok, Instagram) and @eltonjohnaidsfoundation (Facebook, LinkedIn)
- Please seek our approval to use the Foundation's name as a partner in any additional funding applications

BRAND REFERENCES

Brand name:	The proper name is the Elton John AIDS Foundation. When 'the' precedes the name, it should never be capitalised.	
Example:	'Support the Elton John AIDS Foundation.' not 'Support The Elton John AIDS Foundation.'	
First brand reference:	the Elton John AIDS Foundation	
Subsequent references:	the Foundation (avoid EJAF)	
Note:	Following the first reference, it is encouraged to use first person when referring to Foundation actions for a more inclusive, approachable style.	
Example:	 <p>We can do this. Here's how."</p>	 <p>Our programmes support..."</p>

WHERE WE'LL MENTION YOU

As a partner of the Elton John AIDS Foundation, we may acknowledge your organisation in any of the following communications; please let us know if this may be an issue.

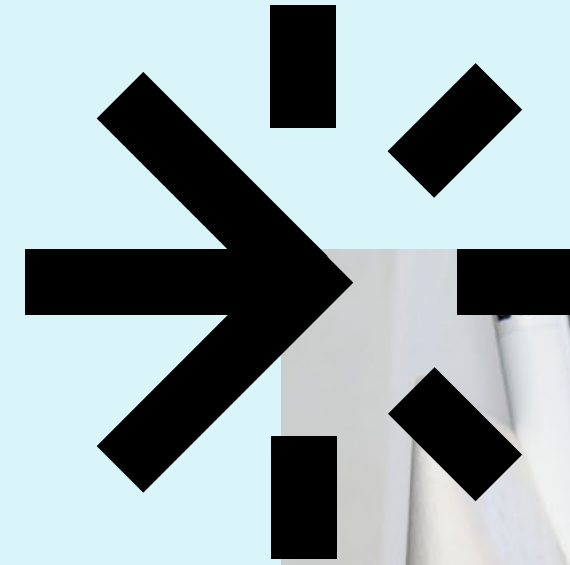
- Our website
- Annual report
- Email newsletter
- Fundraising event collateral
- Social media posts
- Pitches and presentations, conferences or summits
- Donor and partnership reports
- Corporate partner communications

HOW TO TALK ABOUT US

When talking about the Foundation in any of your communication materials, please use the following boilerplate copy:

The Elton John AIDS Foundation was established in 1992 and is one of the leading independent AIDS organisations in the world. Its mission is simple: an end to the AIDS epidemic. The Foundation is committed to overcoming the stigma, discrimination and neglect that keeps us from ending AIDS. By mobilising its network of generous supporters and partners, the Foundation funds local experts to challenge discrimination, prevent infections, provide treatment, and influence governments to end AIDS.

www.eltonjohnaidsfoundation.org



CO-BRANDING

LOGO

Primary logo

This is the primary expression of the Elton John AIDS Foundation logo. It comprises of our name (the logotype) and symbol (the 'gramophone' icon). It is the definitive expression of our identity and should appear on all of our communications.

Reversal logo

This is the reversal expression of the Elton John AIDS Foundation logo, for use on dark backgrounds.



OUR LOGO

Pairing your logo with ours

When pairing our logo with that of your organisation, the Elton John AIDS Foundation logo should be prominently placed on the left, with the partner logo placed to the right.

Leaving clear space around the logo

Our logo and its legibility must be protected in all instances. The logo should always be surrounded by an area of clear space to ensure that it stands out and is legible.

The minimum area of clear space is determined by 'X' as demonstrated on the right.

Minimal logo pairing sizing

The logo should never be less than 50mm wide – this is to enable legibility.

A key line version of the 'gramophone' has been created as a visual asset and may be used by itself to perform different roles in our communication.



The minimum size

This is determined by the logo width. It should be at a minimum of 50mm.

The 'gramophone' icon can be used creatively. e.g bullet points, speech bubble, watermark, photo frame etc.

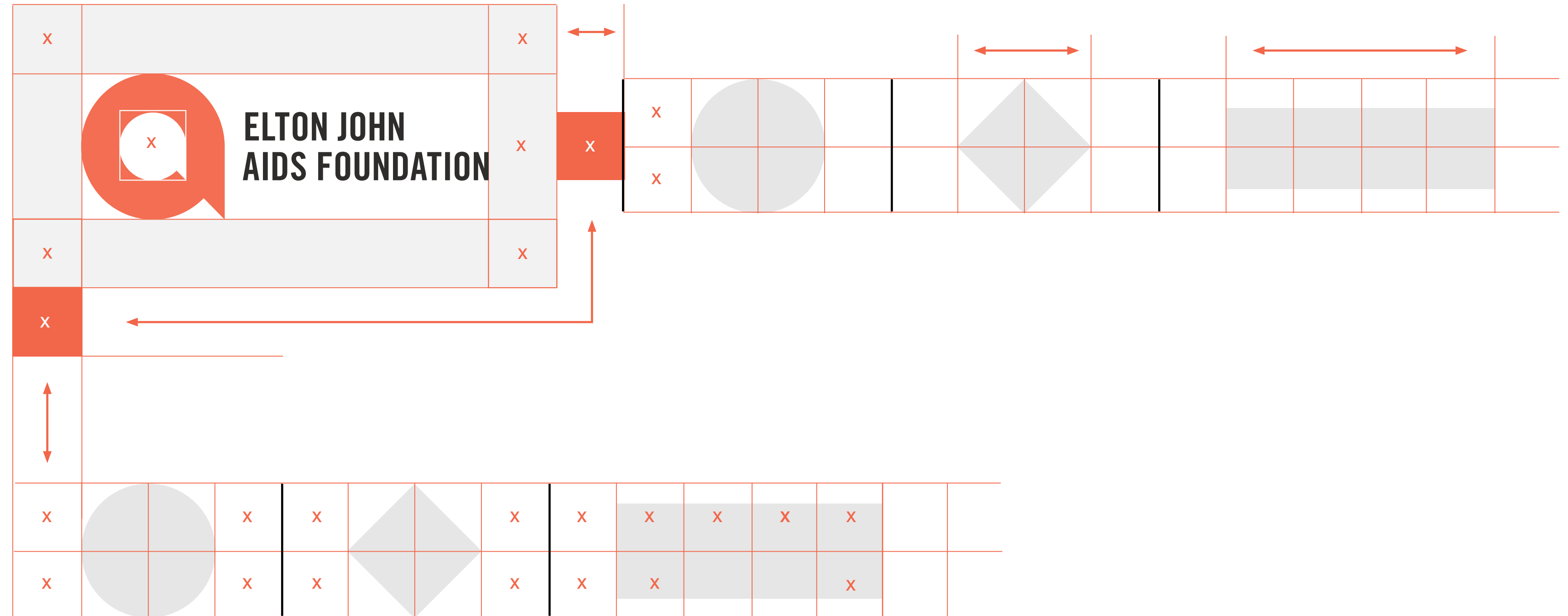
OUR LOGO PARTNER LOGO

Portrait partner logo
May be a maximum of logos 2x wide.

Landscape partner logo
May be a maximum of logos 4x wide.

Minimum space
The minimum space allowed between the Elton John AIDS Foundation logo and partner logo is equal to 'X', the measurement that determines the clearspace around our logo.

Space and scale
The scale and space between the partner logos is determined by 'X'. Portrait format partner logos may be 2x'X' wide, landscape logos may be a maximum of 4x'X'.



Vertical arrangement



PAIRING YOUR LOGO WITH OURS

Example schematic of the system

Here are examples of the partner placement principle being applied to different formats and applications examples.

