

SXM TF BRANDING GUIDELINES

Sint Maarten Recovery, Reconstruction and Resilience Trust Fund

Introduction

The Sint Maarten Recovery, Reconstruction and Resilience Trust Fund (SXM TF), was established to respond to the devastation caused by Hurricane Irma in Sint Maarten in September 2017. The SXM TF is financed by the Government of The Netherlands, for up to 470 million Euro (US\$ 553,4 Million equivalent), managed by the World Bank, and its activities implemented by the Government of Sint Maarten. These three parties form the partnership underpinning the SXM TF.

The purpose of this document is to provide clear guidelines for implementing partners and executing agencies involved in Trust Funded projects on how to refer – in text and visuals – to the SXM TF and all activities/projects that are financed by the SXM TF.

We request that the following guidelines are followed to ensure that the main partners involved with the SXM TF (Government of Sint Maarten, The World Bank, The Government of the Netherlands) are clearly recognized.

MAIN MESSAGE

When referring to the activities/projects that are financed by the SXM TF, and implemented by NRPB, the main message/text that should be used in all communications is: “**Project / activity X (to be filled out)** is financed by the Government of The Netherlands, managed by The World Bank, and implemented by Sint Maarten’s National Recovery Program Bureau.”

In the case of projects that are implemented by organization(s) other than the NRPB (such the Hospital resiliency project) we suggest the following boilerplate text:

Project / activity X (to be filled out) is financed by the Government of The Netherlands, managed by The World Bank, and implemented in collaboration with the Government of Sint Maarten.

VISUAL IDENTITY

For all communications and media material – brochures, official documents, press releases or project / accountability boards etc. referring to projects financed by the SXM TF, the SXM TF visual identity must be used. This is designed to highlight the main partners involved in the SXM TF.

SINT MAARTEN TRUST FUND



Government of the Netherlands



THE WORLD BANK

- The visual identity should be used/printed in a manner that all components are legible.
- The position, size and colors of all elements of the visual identity are predetermined and should not be altered.
- The logos within the visual identity should be (at least) the same size of all other logos used (NRPB, other partners, other financiers etc.)

COMMUNICATION INSTRUCTIONS

Official communications documents (press releases, information folders, website, etc.):

Include in your official communication documents the following text: “**Project / activity X (to be filled out)** is financed by the Government of The Netherlands, managed by The World Bank, and implemented by Sint Maarten’s National Recovery Program Bureau.”

Or in some specific cases (e.g. hospital): **Project / activity X (to be filled out)** is financed by the government of The Netherlands, managed by The World Bank, and implemented in collaboration with the Government of Sint Maarten.

OFFICIAL USE ONLY

When possible, also add the visual identity of the SXM TF in a manner that it is clearly readable/visible.

Social media (Facebook, Instagram, Twitter, etc.):

Include in all social media posts the following text: *“Project / activity X is supported by the Sint Maarten Trust Fund”*

Verbal communications (radio, television, interviews, etc.):

During verbal communications to a media source about the Trust Fund (and financed projects/activities) include the message: *“Project / activity X (to be filled out) is part of the Sint Maarten Trust Fund, financed by the Government of The Netherlands”*

Video

Any (promotional) video material to be shared with the public must include the SXM TF logo (minimum 3 seconds).

Project Billboard(s)

When a project reaches construction and/or commissioning and operation stages, a billboard(s) must be placed. The following guidance is provided for project billboards at infrastructural and building sites:

- There should be at least one (1) project billboard at the construction/implementation site of the TF project.
- Project billboard should be placed in a location with the best visibility for the public.
- The minimum size for the project billboard is: 244 cm (w) * 365 cm (h)
- Project billboard must be designed using the NRPB project billboard template. The project billboard template is available via <https://nrpbsxm.org/media>

Events & ceremonies

All main partners should be invited to important events/ceremonies regarding SXM TF projects (such as ground breaking ceremonies, project finalization, official openings etc.). A representative of each main partner should be given the time to say a few words if applicable/possible.

APPROVAL

All communication materials need to be sent to the National Recovery Program Bureau for approval at least 24 hours before publication. We also kindly request that all final communication materials are shared with the National Recovery Program Bureau, who will forward this to the main partners.

CONTACT INFORMATION

The first point of contact to share communication materials and for further information about the Trust Fund is the Communication Department at the NRPB: **Ms. Giselle York, email: g.york@nrpbsxm.org and communication@nrpbsxm.org carbon copied.**

Invitations to, and/or if additional information is needed from, The World Bank or The Government of The Netherlands can be sent/requested here:

The World Bank: Barbara van der Woude, communications officer of the WB for Sint Maarten:
bvanderwoude@worldbank.org

The Government of the Netherlands: The Dutch Representation Office in Sint Maarten, via Mirte Coppelmans (Senior Policy Advisor), Mirte.Coppelmans@minbzk.nl & laurabijnsdorp@gmail.com.