



**ISLAMIC  
RELIEF  
USA**

**ISLAMIC RELIEF USA**

**BRAND AND  
VISIBILITY GUIDE**

**FOR IRUSA GRANTEES**

# IRUSA BRAND AND VISIBILITY GUIDE

# BRAND VISIBILITY

Thank you for being a partner with us at Islamic Relief USA. We value your partnership immensely, as together we are working to make a better world. We appreciate the incredible work you do for our community.

## WHAT IS REQUIRED OF YOU

### BRAND

- Always use the official Islamic Relief USA logo in its correct form. *We can send you updated logos if you require it.*
- Avoid altering the logo's colors, proportions, or any other elements.
- Ensure the logo is prominently displayed on all collaborative materials, including digital and print.

### VISIBILITY

#### Promotion and Acknowledgment:

- Include Islamic Relief USA's logo on all promotional materials, event banners, websites, and social media graphics related to the grant.
- Use marketing material provided by Islamic Relief USA to enhance brand and partnership

#### Digital and Social Media

- Islamic Relief USA should be mentioned and tagged in all relevant social media posts
- Use campaign hashtags provided by Islamic Relief USA to enhance visibility and reach.
- Posting before an event and day of event
- Going on live when there is an event
- Including space for Islamic Relief USA logo on e-newsletters
- Mention of Islamic Relief USA in your Year in Review

### STORY-TELLING

- Partners are to create content (videos, articles, social media posts) that reflects the work of our partnership
- Ensure that all content created is respectful, culturally sensitive, and adheres to Islamic principles
- Share stories that highlight the impact of the work
- Provide these stories and testimonials to Islamic Relief USA in a timely manner in order for us to highlight this important work.

These guidelines and requirements will help ensure that Islamic Relief USA's brand is consistently represented, stories are aligned with its mission, and visibility is maximized across all collaborative efforts. ***Failure to comply by these guidelines and requirements will be considered a breach of contract.***



# IRUSA BRAND AND VISIBILITY GUIDE

# STORY-TELLING

Thank you for partnering with Islamic Relief USA. We appreciate the incredible work you do for our community. In order for IRUSA to continue assisting our partners all over the world we have to be able to tell our supporters YOUR story. Your stories of triumph and joy during the toughest times for those you serve are the reason our donors, volunteers, and supporters continue to give back to Islamic Relief USA.

**PLEASE HELP US TELL THE STORY OF OUR PARTNERSHIP AND THE AMAZING WORK YOU DO!**

## WHAT WE NEED FROM YOU

### VIDEOS, PHOTOS, QUOTES:

- Your team distributing the aid/packages
- Your team working to sort/lift/prepare for distributions
- Stories and images of individuals who are willing to speak on camera on the difference it makes
- Strong quotes about the work being done and the impact - to send for press releases

## VIDEO GUIDELINES

### RECORD A PERFECT VIDEO:

- Name of Person on Video
- Name of Organization
- Location
- Description of Project
- Speak to Our Donors!

### A PERFECT EXAMPLE:

A perfect example would be: "My name is \_\_\_\_ and I am with \_\_\_\_\_ organization located in [city and state]. We are distributing food packages today to families in need. We are feeding 1000 people a day by giving them a hot meal and Islamic Relief USA is helping to support us so we can help the people who need it the most. Please support Islamic Relief USA because they are helping to support the work we are doing here."

# PHOTO GUIDELINES

## TAKE THE BEST PHOTOS

- Photos of items being distributed
- Photos of volunteers sorting, lifting, preparing for distribution
- Photos while items are being distributed to people
- Photos of those we serve looking at the camera with the distributed items
- Photos with IRUSA branding/logo



## THINGS TO REMEMBER

### DO'S AND DON'TS


- Record video/photo at the highest quality
- Hold the phone steady while taking media
- Be aware of your surroundings when recording videos and taking photo
- Include IRUSA logos when possible
- Take photos and videos in a well-lit location
- Seek permission from parents when filming minors under the age of 18
- **Do not have any background noise when recording audio**
- **Do not include any political messaging in your background or audio**
- **Do not send videos and photos via WhatsApp, please use form below**

### REMINDERS

- If at any point you feel unsafe taking photos and videos, please stop. Your safety is more important to us
- Tag us on social media

 @IslamicReliefUSA

 @IslamicReliefUSA

 @IslamicRelief

## MEDIA SUBMISSION

- Please send the media to your IRUSA point person

# THANK YOU!



## IRUSA BRAND AND VISIBILITY GUIDE **MARKETING MATERIAL**

As a valued partner we will be sending various marketing materials as they will relate to the project you are conducting. Below you will find the proper methods of using these marketing materials to the best use. Depending on your grant the necessary material will be provided to you, and those items will be for you to keep. If your grant is renewed or continued we hope that you can use these items for multiple years.

Please note that any of the items can be requested if you require them and we can replenish them if they are damaged or misplaced. Please let us know so we have enough to have it printed and sent to you in a timely manner.

If you have any other marketing needs that are not listed in this guide let us know and we'll be happy to find ways to help you with this.

# IRUSA Marketing Material

This is the list of the marketing material Islamic Relief USA has for their US grant partners. Again not all of these will be sent, each item is for a specific project, and they are listed below. *You will be sent the marketing material as per your grant.*

## Types of US Grantees



Seasonal Programming



US Grant Programming



Refugee Resettlement



## MESH BANNERS

### 4 ft x 10 ft Banner

For seasonal programming - Ramadan, Qurbani, Summer Food, Hot Meals, Day of Dignity, and Turkey Distribution

#### Ramadan Food - Mesh Banner



To be placed for Ramadan Food Distribution or Food Box Packing

#### Qurbani Meat - Mesh Banner



To be placed for Qurbani Food Distribution

#### Summer Food Programming - Mesh Banner



To be placed for Summer Food Programs

#### Hot Meals - Mesh Banner



To be placed for Hot Meal Distribution

## Day of Dignity - Mesh Banner



To be placed at the Day of Dignity Event

## Turkey Distribution - Mesh Banner



To be placed at the Turkey Distribution Event

### **How to Use:**

Banners for all seasonal programming, please display unobstructed for the day of your event, or weekly distribution. Make sure it is visible to both participants and for photos to be taken during the distribution. Wipe down and use it annually/weekly as your program is needed.

### **What will be needed:**

Banners do come with grommets so please attach with string, nails, thumb tacks, or tape as needed.



## IRUSA STAND UP BANNER

### Retractable Banner

*For All Grantee Partners*



### **How to Use:**

Please display IRUSA Stand Up Banner outside your grant project, distribution, or event you are holding as part of your grant with Islamic Relief USA. Please make sure to make it visible and not blocked in any way.

### **What will be needed:**

You may need sandbags on a windy day to keep this banner from moving or falling

## IRUSA A-FRAME BANNERS

Discontinued



### **How to Use:**

If you still have it please continue to use it. You can add your logo to the other side of the A-frame sign. Display A-Frame banner on sidewalk or somewhere near the distribution that it can be easily seen.

## IRUSA TOTE BAGS

### Canvas/cloth-like bag

*for Ramadan Food, Day of Dignity, Turkey Distribution*



### **How to Use:**

**Ramadan Food Distribution** - IRUSA tote bags can be used to put the food distributed, or anything in addition to the food box that is given.

**Day of Dignity** - IRUSA tote bags can be given to attendees for any of the products and services they will receive on the day of the event. IRUSA tote bags can also be used to put the hygiene kits that are given.

**Turkey Distribution** - IRUSA tote bags can be used for the sides (if any) distributed while distributing the turkeys.

## IRUSA INSULATED BAGS

### Insulated tote bag for cold/frozen items

*Turkey Distribution*



### **How to Use:**

IRUSA insulated tote bags should be used for the turkey distributions. Please place the turkey inside these bags to keep the cold for your distribution. These bags can be given to the beneficiaries and we do not need them back. Each year you do this distribution you will be sent the insulated bags.

## IRUSA PLASTIC BAGS

### Plastic grocery bags

*Hot Meals and Qurbani Meat Distribution*



### **How to Use:**

Place hot meal or Qurbani meat inside the IRUSA Plastic bag for distribution to clients.

## IRUSA PROUD PARTNER STICKERS

### Sticker

*Hot Meals and Ramadan Food Distribution*



### **How to Use:**

These stickers come in round and square upon request for any type of food distribution for hot meals and Ramadan. Place stickers on the individual meals or bags being distributed.

## IRUSA APRONS

### Apron

*Seasonal Programs in Food Distribution*



### **How to Use:**

IRUSA aprons for all seasonal programming for distribution of food. The aprons should be worn by anyone packing or distributing food in our seasonal programs such as Ramadan, Qurbani, Hot Meals, and Summer Food. Please make sure the apron is worn over any jacket or sweater so that it can be seen. Clean aprons as needed and re-use for weekly or yearly programs whenever possible.

## DAY OF DIGNITY T-SHIRTS

### T-Shirt

#### Day of Dignity



### How to Use:

These shirts will be sent to you for the Day of Dignity events. They are to be worn by all partner volunteers on the day of the event. If needed, you can wear on top of jackets or sweaters so it's visible.

## IRUSA LOGOS

For any grantee partner



### Blue and White logos

background here only to show white logo

IRUSA Logos can be sent to you

### How to Use:

Logos can be used on flyers and other printed materials as needed. The logos cannot be altered and must stay the same colors as given to you, please use either the white logo or the blue logo.

Our logo should be the same size as the partner logo on the material, and if there are any questions regarding how to use the logos please reach out to your grant coordinator and they will help to answer any of your questions.