CNRS

Branding and Marking policy

Striving for building
social-ecological resilience

Contents

Our Brand

Graphics visual guide

Purpose of branding policy and guidelines

We are one CNRS

This document will define and ensure how CNRS's brand is communicated correctly internally and how our brand/activities will be communicated externally to our beneficiaries, partners, donors, clients, civil society and other stakeholders to establish a unique brand identity, recognition and resonance.

Our brand strategy defines who we are, why we exist, what we want to achieve and how we aim to do it.

Our brand is founded on a brand idea, a philosophy which our tone, values and personality as well as our look and feel are all based on. That philosophy also provides the benchmark against which we can test everything CNRS does as we work towards our ambitions and goals.

You'll find all the elements of our brand strategy explained in this brand book.

CNRS | Who are we?

Full version

CNRS is a pro-environment national NGO and since 1993 we work to find solutions to most pressing environmental, ecological, livelihood and development challenges. We research as well as implements projects on, but not limited to: Natural resource management, Climate change adaptation and mitigation, Disaster risk reduction and mitigation, Early warning, adaptive agriculture, waste management, livelihoods enhancement, local governance, institutional development, nutrition, gender, process monitoring and evaluation, policy and advocacy all over Bangladesh. All interventions of CNRS are strategically managed under the following key program areas. These programs encompass a broad spectrum of activities, each tailored to address specific challenges and opportunities in their respective fields, aligning with CNRS's overarching goals of sustainable development and societal betterment. In doing so, CNRS brings governments, NGOs, INGOs, the UN and international organizations together to develop policies and share best practices.

Social media and website verison

We work to find solutions to most pressing environmental, ecological, livelihood and development challenges.

Our name

CNRS's full legal name is Center for Natural Resource Studies. It must be used in English, on all materials and documents. Usually, the full name should be used only once at the first mention in a text or document, or a section or chapter in a longer document. Thereafter, the acronym "CNRS" is reco9m-mended to be used.

Tag line
Striving for building social-ecological resilience

Vision:
CNRS dreams that people and nature live in harmony in a world free from exploitation and exclusion.

Mission:
Empowering marginalized communities with required skills and capabilities for making change that favors pro-poor, inclusive and sustainable development.

What we do?

CNRS works to find solutions to most pressing environmental, ecological, livelihood and development challenges.

CNRS conducts research as well as implements projects on, but not limited to: Natural resource management, 2. Climate change adaptation and mitigation, Disaster risk reduction and mitigation, Early warning, adaptive agriculture, waste management, livelihoods enhancement, local governance, institutional development, nutrition, gender, process monitoring and evaluation, policy and advocacy all over Bangladesh.

All interventions of CNRS are strategically managed under the following key program areas. These programs encompass a broad spectrum of activities, each tailored to address specific challenges and opportunities in their respective fields, aligning with CNRS's overarching goals of sustainable development and societal betterment.

In doing so, CNRS brings governments, NGOs, the UN, international organizations together to develop policies and share best practices.

Environment and Climate Change (Boilerplate)

The "Environment and Climate Change" sector program focuses on enhancing resilience by co-creating knowledge and emphasizing sustainable resource utilization. It prioritizes themes such as Climate Change, Biodiversity, Waste Management, Water Resource Management, the Blue Economy, and Green Growth. The program's objectives encompass innovative environmental solutions, waste management standards, Nature-based Solutions, co-management, locally led adaptation for environmental protection, natural resources management, climate change mitigation and adaptation, infrastructure, and fostering multi-stakeholder collaborations for best environmental practices

2

Food Security and Livelihood (FSL)

The "Food Security and Livelihood (FSL)" sector program aspires to boost the income and nutritional security of marginalized communities via technology, capacity enhancement, and market linkages. Embracing themes such as Agriculture, Livestock, Aquaculture, Capture Fisheries, Off-farm activities, Employment generation, and Value Chains, the program seeks to provide diversified food sources, introduce eco-friendly technologies, and ensure equitable value-chain returns for sustainable community well-being.

3

Community Development and Governance

The "Community Development and Governance" sector program emphasizes social cohesion and diminished social disparity. Centered on themes like Gender Equality, and social inclusion (GESI), Pro-poor Governance, and Community Mobilization (irrespective of ethnicity, race and religion), it aims to boost socio-economic empowerment, especially for women and person with disability/ special ability, empower grassroots organizations in decision-making, and enhance local governance responsive to environmental and climate concerns.

4

Health & Nutrition (Boilerplate)

The "Health & Nutrition" sector program targets enhanced community health, well-being, and improved nutritional status. Central to themes like WASH, health challenges, Traditional Complementary Integrative Healthcare (TCIH), antimicrobial resistance, lifestyle modification, and nutrition, it focuses on strengthening resilience against health threats, boosting nutrition, ensuring access to clean water and sanitation, and promoting well-being.

5

Disaster Management and Resilience (Boilerplate)

The "Disaster Management and Resilience" sector program aims to enhance the resilience and adaptive capacity of communities against climate-induced threats and non-climatic related natural disasters. With themes encompassing Disaster Risk Reduction (DRR), Emergency Response, Coping Strategy, Preparedness, recovery and rehabilitation, the program focuses on eco-friendly disaster risk reduction, anticipatory actions, community empowerment, the inclusion of Eco-DRR in developmental strategies, and leveraging advanced technologies for risk mitigation.

6

Child Welfare and Protection (Boilerplate)

PThe "Child Welfare and Protection" sector program is dedicated to forging an environment conducive to children's mental health, education, and life skills. Embracing themes such as Child Protection, Early Childhood Development (ECD), and combating Child Abuse, the program aims to holistically nurture vulnerable children and bolster community-driven protections against abuse and rights violations.

7

Institutional Development (Boilerplate)

The "Institutional Development" sector program concentrates on enlightening development pathways to sway policy stakeholders and involve community members. Centered on areas such as Research, Studies, Monitoring, and Competence Building, the program seeks to amplify learning efficiency in developmental initiatives, improve human resource proficiency within strategic partners, and aid public and private entities in refining policies grounded in evidence-based insights.

Visual Guidelines

This section provides direction on the key graphic elements of CNRS's brand strategy and contains guidelines on our various brand touchpoints including photography, videos, publications, web and social media content, and other public targeted materials.

Logo

Symbolism

The CNRS logo is the single most important part of our visual identity. It represents the CNRS brand and the credibility, trust and goodwill we have built up since 1993. Our logo symbolizes natural environment of Bangladesh and our name CNRS. It, in other words, depicts that CNRS works towards the stewardship of environmental resources and subsequent enhancement of alternative livelihoods development.
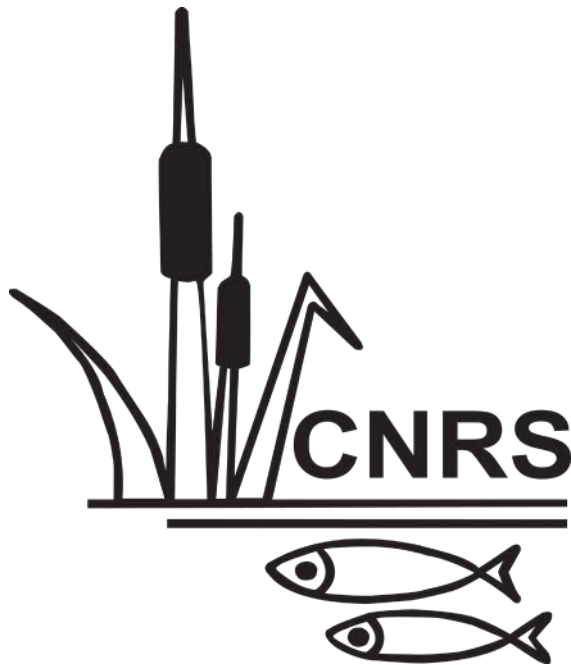
How the logo is to be used

For all uses, the correct logo file must be used and all CNRS logo rules followed to represent CNRS. This also applies for CNRS letterhead and banner.

Who may use the logo

The Executive Director, Director and authorized employees can represent CNRS by using the CNRS logo. This applies to all types of printed and digital materials. Donors, clients, consultants and partners having contract agreement with CNRS can show their association with CNRS by using a CNRS logo following the CNRS logo rules.

Logo rules and guidelines

Size

The standard size of the logo of CNRS is 27.94 mm × 33. 53 mm. The typeface is Helvetica Neue and font size is 9. However, sizes of the logo need to be selected proportionately for different products e.g. brochures, business cards, posters, PowerPoint, banners, leaflets, handouts and other formats. In selecting the right size for a given format, always scale upwards or downwards homogeneously. In case of any confusion, you are requested to consult with Communication Department of CNRS.

Resolution

Standard resolution: 200 pixels/inch
Depending upon the application e.g. web, printed publication, Word document, specific logo resolutions will be required. The logo in different resolutions can be found in Communication Department of CNRS.

Typography

For clarity of communication, we have chosen a simple and flexible typeface, Helvetica Nievue (logo).

Color

The CNRS logo is made up of a single color and that is Black.
The logo is only available as a complete digital file.

27.94 mm

33. 53 mm

Helvetica Nievue
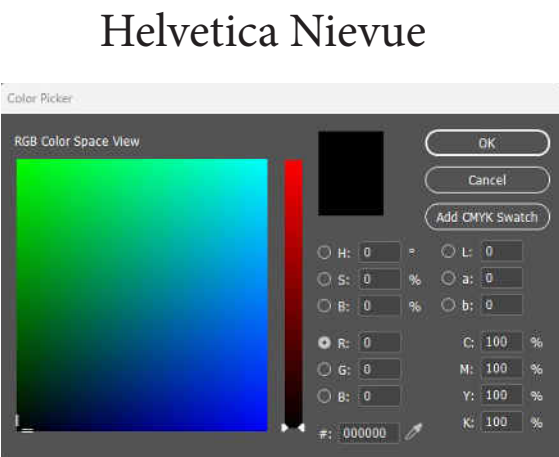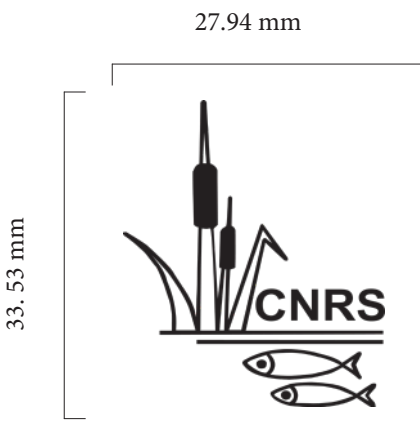
Language

There is only one version of the CNRS logo for our statutory languages: CNRS for English; This version of the logo must be used for all other languages.

Transparent logo

White transparent logo can be used on promotional materials only with the authorization of the central communication of HQ.

Container logo guideline

Background Control

White is the preferred background for the CNRS logo. The logo may be placed on a plain light background as long as it does not compete with the logo. Background should not compete with the logo, which must always be clearly visible. On dark backgrounds such as black or patterned backgrounds, the CNRS logo must be placed in a white square on the dark background, observing the safe area.

Safe area

The CNRS logo needs a safe area around them in order to maintain their strong visual impact. The safe area must be retained when using the CNRS logo alone and when using it with other logos. Whatever the size of the logo, the safe area measurement is equal to 2 mm on every side. Where possible, leave more space.
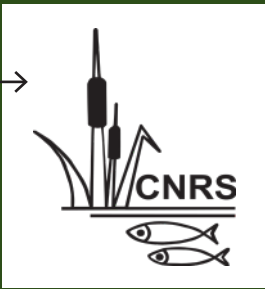
Must be placed in White square background container when printed in any surface which does not have a surface colour of white/Khaki (conditional). (No other container colours are approved by CNRS)

Using the container logo is conditional and based upon clearance from CNRS's HQ Communication Department.

Logo placement and specifications

The logo should always be placed at the top right-hand corner of the page. When using the CNRS logo with other logos, the upper right-hand ends of a row of logos is the preferred place. Do not let neighboring logos cross into the safe area. For videos and photos published on digital platforms, the logo must be placed on the top or bottom right corner of the content.

Dont's

• Do not change the color of the logo

• Do not break up the elements of the CNRS logo

• Do not change the size of the logo

• Do not stretch or change the shape of the logo

• Do not re-draw the logo in other colors, or fill with an image or pattern

• Do not change the thickness or dimensions of the logo

• Do not change the typeface or size of the letters

• Do not use the logo elements on other logos or graphics appearing near the CNRS logo

• Do not let other logos overshadow the CNRS logo;

• Do not use any previous versions of the CNRS name or logo,

• Do not use the CNRS logo combined with our full name

Typography

The logo should always be placed at the top right-hand corner of the page. When using the CNRS logo with other logos, the upper right-hand ends of a row of logos is the preferred place. Do not let neighboring logos cross into the safe area. For videos and photos published on digital platforms, the logo must be placed on the top or bottom right corner of the content.

Primary English Fonts (Recomended)

1. **Franklin Gothic Heavy regular** (Heading)
   Franklin Gothic Demi regular (Subheading)
   Franklin Gothic Book regular (Body text)

2. **Lato Black** (Heading)
   Lato Bold (Subheading)
   Lato Regular (Body text)

3. **Calibri Bold** (Heading)
   Calibri Regular (Subheading and Body text)

4. **Cambria Bold** (Heading)
   Cambria Regular(Body text)

5. **Arial Black** (Heading)
   Arial Bold (Subheading)
   Arial Regular (Body)   *Arial Regular italic* (Qoutes)

Alternative Fonts

1. Minion Pro

2. **Impact**

3. Georgia

Primary Bengali Fonts (Bijoy Recomended)

1. **SutonnyMJ Bold** (Heading)
   SutonnyMJ Bold Italic (Qoutes)
   SutonnyMJ Regular (Subheading and Body)

2. **Li Shamim Cholontika ANSI V2** (Heading and Subheading)

Secondary Bengali Fonts (Avro)

1. **Nirmala UI Bold** (Heading)
   Nirmala UI Regular (Subheading and body)

Typography layout and allignment guidelines

Headlines

Subheadings

Introductory paragraph

Body text

Large quotes

Infographics numbers

Infographic texts

Colours

CNRS's colour wheel shows our primary colours and our secondary colour palette options.

Primary colours are the base colours of our brand. They are always used in our communications to some extent – we always start with black and white and incorporate green to create a unique colour design.

Our secondary colours should be combined and contrasted rather than used all together. They provide a spectrum of options to be used in various ways in combination with our primary brand colours of black and white.

Primary colours

Bottle Green
R: 49   314e26
G: 78
B: 38

Jet Black
R: 0   000000
G: 0
B: 0

White
R: 255   ffffff
G: 255
B: 255

Secondary colours (Non-exaustible list but must be consulted with CNRS's Central Communication team
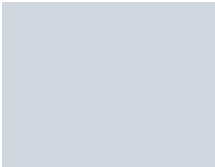
d0d5dd

a69559

942923

004173

Picking natural colours

The design and colour aesthetic of our publications may not be limited to the primary and secondary colours.Instead, we do encourage using the lead natural colours of the photograph/s which are used as the cover of the publication or content.

Using donor brand colours

The design and colour aesthetic of our publications can also follow the colours recommended by the donor agencies specified in their respective branding and marking policy and guideline.

Organizational identification

Identity card

Old Identity card template

Unit

unit

CNRS

ID Code -----

Blood Group: --------

Name: -----

Designation----------

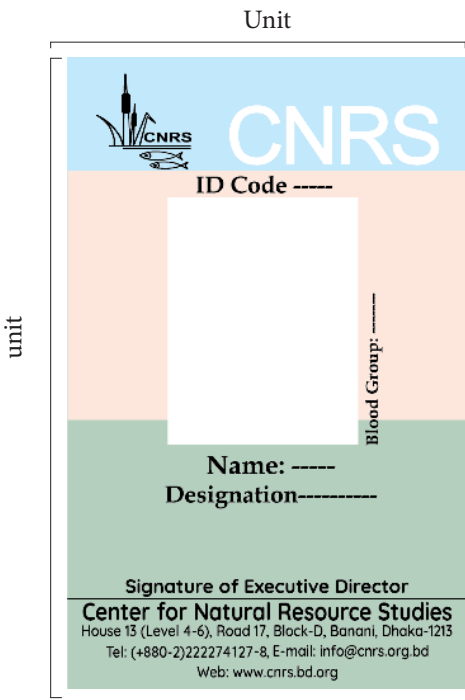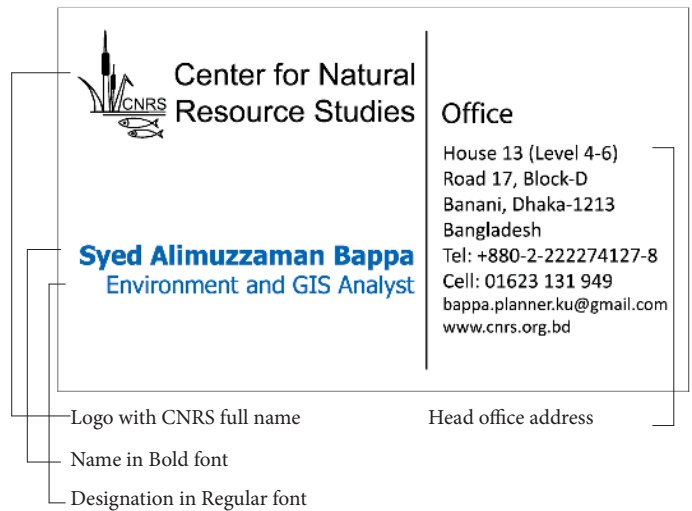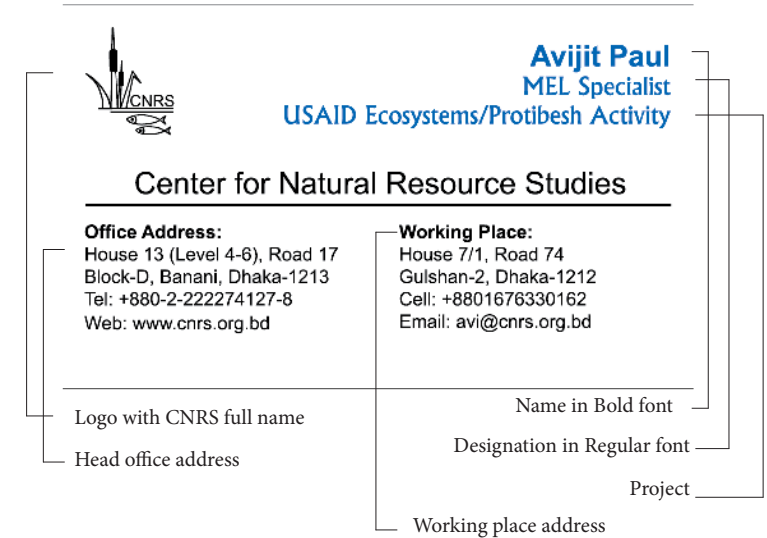Signature of Executive Director

Center for Natural Resource Studies
House 13 (Level 4-6), Road 17, Block-D, Banani, Dhaka-1213
Tel: (+880-2)222274127-8, E-mail: info@cnrs.org.bd
Web: www.cnrs.bd.org

New Identity card template

CNRS

Name
Designation:
ID code:
Blood Group:

Signature of Executive Director
www.cnrs.bd.org

Front

Center for Natural Resource Studies

CNRS is a non-government organization working on environment and co-management of natural resources in Bangladesh as a strategy to poverty reduction

House 13 (level 4-6), Road 17, Bloack D, Banani, DHaka 1213

(+880-2) 9820127-8

info@cnrs.org.bd

Please return to mentioned address if found

back

Business card

Core staff visiting card example

Center for Natural Resource Studies

Office

House 13 (Level 4-6)
Road 17, Block-D
Banani, Dhaka-1213
Bangladesh
Tel: +880-2-222274127-8
Cell: 01623 131 949
bappa.planner.ku@gmail.com
www.cnrs.org.bd

Syed Alimuzzaman Bappa
Environment and GIS Analyst

Logo with CNRS full name   Head office address

Name in Bold font

Designation in Regular font

Project staff visiting card example

Avijit Paul
MEL Specialist
USAID Ecosystems/Protibesh Activity

Center for Natural Resource Studies

Office Address:
House 13 (Level 4-6), Road 17
Block-D, Banani, Dhaka-1213
Tel: +880-2-222274127-8
Web: www.cnrs.org.bd

Working Place:
House 7/1, Road 74
Gulshan-2, Dhaka-1212
Cell: +8801676330162
Email: avi@cnrs.org.bd

Logo with CNRS full name

Head office address

Name in Bold font

Designation in Regular font

Project

Working place address

Banner default designs, font, typography, logo placement, colour to be shown below

Banner

3X6 feet   4x8 feet   5x10 feet
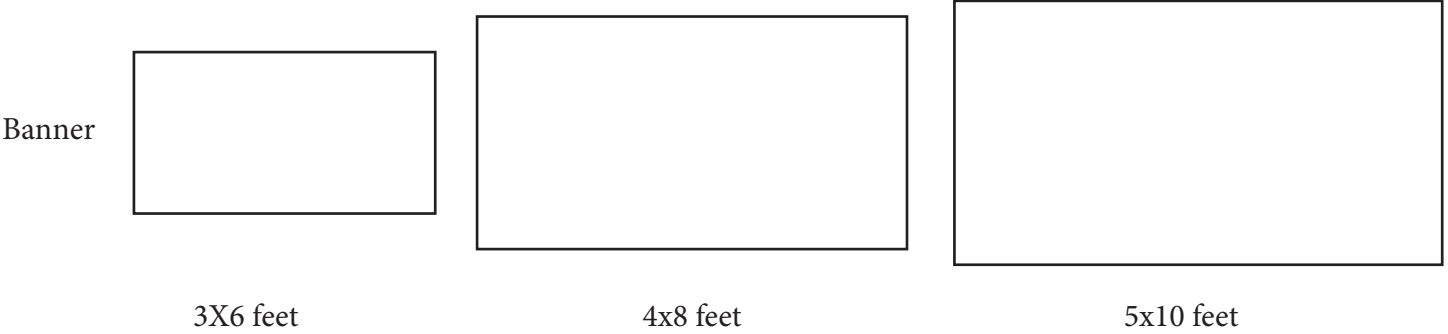
Publication formats and sizes

Report size and cover design

Front cover

Photography

Cover photo can be either authentic landscape of our worksite/intervention or a project beneficiary/ collage of photographs portraying several activities of our intervention.

Cover title

Text is to be Bold and Significantly larger than other cover text

Secondary text

Text is to be thinner and smaller than title text

Details

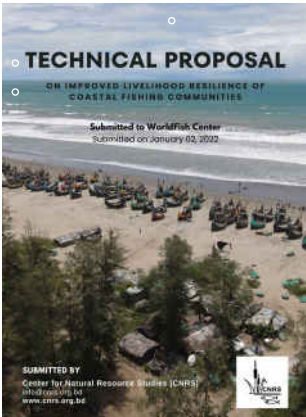Partnership with, Implemented by, Funded by, Supported by, etc where applicable in center allignment to the Logos.

Logo placement

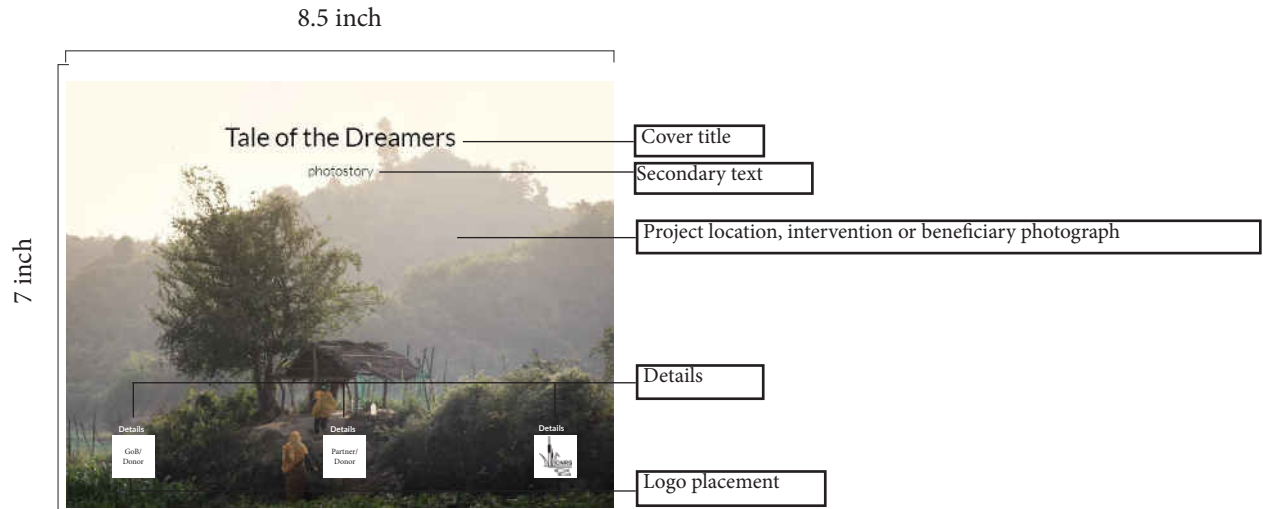GoB/Donor | Partner organization, Donor | CNRS

Cover title
Secondary text

Details | Details | Details
GoB/Donor | Partner/Donor | CNRS

Cover title
Secondary text

Details | Details | Details
GoB/Donor | Partner/Donor | CNRS

Center allignment cover

8 inch

Recommended size

ANNUAL REPORT
2020-2021

10.5 inch

TECHNICAL PROPOSAL
ON IMPROVED LIVELIHOOD RESILIENCE OF
COASTAL FISHING COMMUNITIES

Submitted to Worldfish Center
Submitted on January 02, 2022

SUBMITTED BY
Center for Natural Resource Studies (CNRS)
info@cnrs.org.bd
www.cnrs.org.bd

Photobook size and cover design

8.5 inch

Tale of the Dreamers — Cover title
photostory — Secondary text

Project location, intervention or beneficiary photograph

Details

Details | Details | Details
GoB/Donor | Partner/Donor |

Logo placement

7 inch

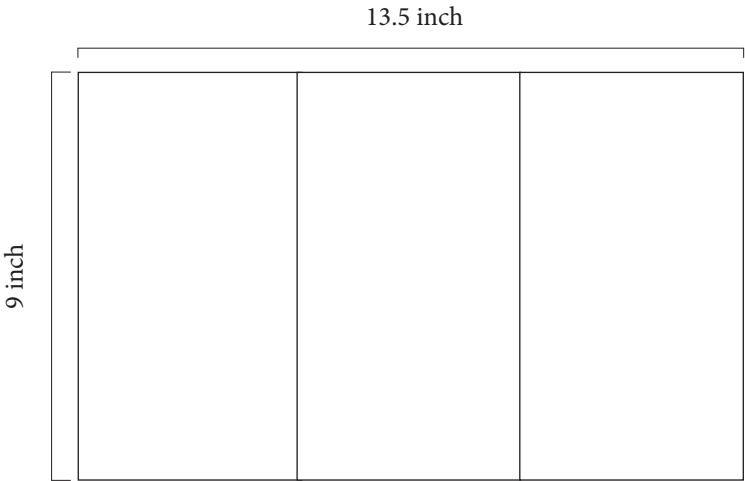## Back cover for reports and photostories and recommended colours

CNRS Logo

CNRS Head office address

Center for Natural Resource Studies
House 13 (4th-6th Floor), Road 17, Block D, Banani
Dhaka 1213,
Tel: + (8802) 222274127-8,
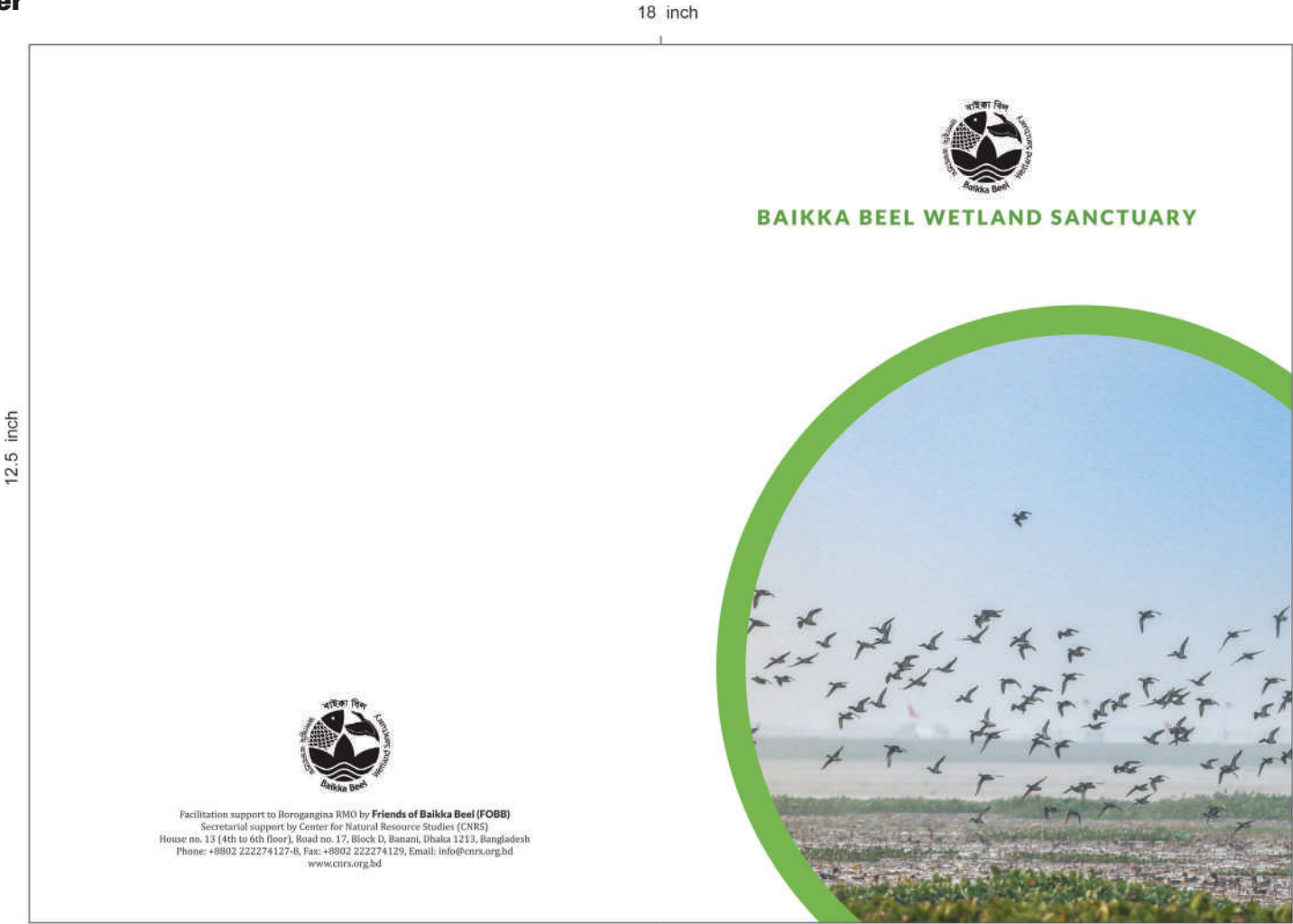Fax: + (880 2)222274129,
Email: info@cnrs.org.bd
www.cnrs.org.bd

Leaflets and brochures

13.5 inch

9 inch

CNRS letterhead

Center for
Natural Resource Studies

Folder

18 inch

12.5 inch

BAIKKA BEEL WETLAND SANCTUARY

Facilitation support to Borogangina RMO by **Friends of Baikka Beel (FOBB)**
Secretarial support by Center for Natural Resource Studies (CNRS)
House no. 13 (4th to 6th floor), Road no. 17, Block D, Banani, Dhaka 1213, Bangladesh
Phone: +8802 222274127-8, Fax: +8802 222274129, Email: info@cnrs.org.bd
www.cnrs.org.bd

Promotional products

Recommended colours

for caps/hats, t-shirts, long sleeves, polos and hoddies

Hats

Upperwear

Safety vest/lifejacket design and approved colours

Mug

Utility vest and approved colours

RESPONSE TEAM

Co-branding, media and marking guidelines for donors and development partners

• CNRS and partner logos shouid be of equal size and prominence in all publications and areas where logos are to be used. However, exemptions are granted in accordance to donor and government agency's branding and marking policies. In such cases, donor and government branding and marking guideline are to be respected and prioratised.

• Individual project logos are not permitted to be applied to any publications unless agreed upon by all parties (CNRS, donor and partner agencies)

• Use of CNRS's typefaces and colors in program materials are encouraged in publications where co-branding and marking policies are not defined. However, if co-branding and marking policies are defined then CNRS is to allign our branding and marking policies in cooperation with partner and donor organization's branding and marking policies.

• You are requested to give credit to CNRS for the use of of any photos, videos, infographics, illustrations, animations, artworks or any other visual materials produced by or contributed by CNRS. Reach out to the central communication team at communication@cnrs.org.bd for further details.

• We commit to ensuring all publications and products which bear the identification of our partners and donors are implemented in accordance to their respective branding and marking policies.We sincerely request our development partners and donors to respect our branding and marking policy.

Photography and Videography

Photography and film give us some of the most powerful and emotive elements of CNRS's brand – so we must use them with care and consideration.

We can use them to really connect with our audiences and stakeholders and bring our work to life. They help us tell stories that truly engage. But we must always be accurate and honest in order to reflect our credibility.

Photography and Videography Guidelines

Important guidelines

INVOLVED AND COMMITTED
These people are doing it for your planet on your behalf. We capture them in action. They are involved and committed.
OBSERVE AND ENGAGE
When you photograph or film people in this way, you can document them and their actions with the camera or you can engage people directly so they're aware of the camera.
KEEP IT REAL
These images show real people taking real action. Or real people being affected by real issues and situations. We don't change how they look. So keep post production and retouching to a minimum.
DON'T POSE PEOPLE
Make sure you capture real moments, activities and interactions. We don't set up unrealistic posed situations – we want to see the reality of what's happening out there.
POST PRODUCTION
We want our images to look great, so we allow some post-production work to help give the right look. For example, we may correct colour levels, brightness and contrast.

Ethical guidelines

1. Do no Harm

2. Get the consent of the people you photograph. The consent form can be accessed through the media documentation archive.

3. Treat subjects with respect and dignity

4. Respect religious beliefs

5. Respect the local and indigenous culture and customs

6. Portray the authentic story of the community/ avoid manipulation and false representation

7. Share media responsibly

Camera angle guidelines

Eye Level (0 Degree)

Hero angle (-15 Degree)

Top-down (30 degree)
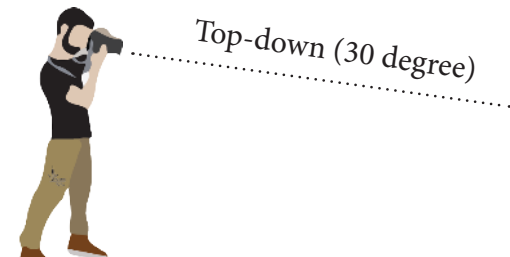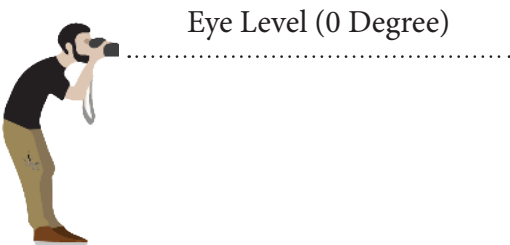
Portrait   **Landscape**

Photography and Videography Guidelines

Photography/Videography allignment guidelines

1. Rule of thirds

Helps the viewer view the <u>subject in relation to the background/Landscape.</u>
The rule of thirds is a composition guideline that places our subject in the left or right third of an image, leaving the other two thirds more open so the environment can be seen and understood. This helps draw the viewer's eye into the image and places more emphasis on the subject and understand the subject's surroundings.

Landscape photography

2. Center allignment

Allows for the subject to be centered in the frame and shows shows equal surroundings of the photographed/filmed subject

3. Portrait photography

4. Detail/close up photography

Photo/video/interview consent form

Consent form document can ve accessed through CNRS's HQ Communication team.

I agree that my photograph, video and provided information can be used for:

1. The media (Press, TV, radio, online): Yes/No
2. CNRS's published materials (e.g., fundraising bids, policy and research reports, government consultation responses, leaflets, magazines, brochures, photo stories, etc.): Yes/No
3. CNRS's websites and social media (including but not exclusively, Facebook, Twitter (X), Instagram, YouTube, LinkedIn and other social media platforms): Yes/No

Declaration of authenticity

I declare authenticity, credibility, accountability, and consent of photo/video/information provided. Yes/No

Beneficiary/interviewee Identification

Name:
Date of Birth:
Address:
Identification number/NID:
Contact number:
Professional identity:
Email address:
Signature:
Date:

If you are under 18, then we will need your parents/guardian to sign as well.

Parent/Guardian name:
Parent/Guardian contact number:
Parent Guardian address:
Parent/Guardian signature:

Video documentary tutorial

Help us create a video documentary using 6 shots

1. Establishment shot of subject and evironment (1 unit each, duration 10 seconds)

This allows the viewer to understand the environment of our activity location. This helps us introduce our viewers to our work location.

2. Interview of Beneficiary (1 unit)

Interview the beneficiary using Rule of thirds. The recommended questions are provided in this guideline (Page number)

3. B-roll of Beneficiary (10 units, 15-20 seconds each)
B-roll or suplementary footage are videos of the beneficiaries engaging in their activitiy. Example: a fisherman is catching fish/ a farmer is cutting crops, watering their vegetation, etc.

4. Interview of CNRS personel (1 unit)

Interview the beneficiary using Rule of thirds. The recommended questions are provided in this guideline (Page number)

5. B-Roll of CNRS personel (10 units, 15-20 seconds each)

B-roll or suplementary footage are videos of the CNRS personel engaging in their activitiy. Example: performing training sessions/FGDs/ walking and talking with the beneficiary/ field monitoring, etc.

6. Detail shots

Close up shots helps break the monotony of the video documentary and helps the viewer see details of the activity.

Remember 5 W's 1 H

Who? What? Why? When? Where? and How?

Interview guidelines

Interview questions for CNRS personel

1. Name and organizational identity
Sample answer:

2. Name the location, project and scheme
Sample answer:

3. Briefly introduce the project
Sample answer:

4. Describe how the scheme functions and state its objective
Sample answer:

5. How will our intervention help the project beneficiary/community
 Sample answer:

Interview questions for Project beneficiary

1. Who are they (name) and where do they live (location)?
Right answer:
wrong answer:

2. How are you part of the project?
Right answer:
wrong answer:

3. How has the project benefitted the beneficiary?
Right answer:
wrong answer:

4. What are their feelings towards to the project/scheme, CNRS and Donor?
Right answer:
wrong answer:

Recommended interview camera angle examples

Media archiving and accesing media

• All project communication materials, media (photos, videos, artworks, illustrations, maps, etc.) and publications are stored centrally.

• Project teams and field staff of CNRS are to store all project activitiy photos and videos on their devices in their original resolutions and archived weekly on storage devices available to them through the project and on their mobile devices. All media and publications are to be shared with the central communication team periodcally and stored in the central storage interface.

• All project and thematic area wise media can be accessed upon written request (via email to communication@cnrs.org.bd) through the central onedrive.

Social media

Social media profiles of CNRS

Facebook

https://www.facebook.com/cnrs.org.bd

Profile photo

CNRS logo

Cover photo

Should be a high
resolution landscape
photo of project
activity

Twitter

https://twitter.com/Cnrs_org

Youtube

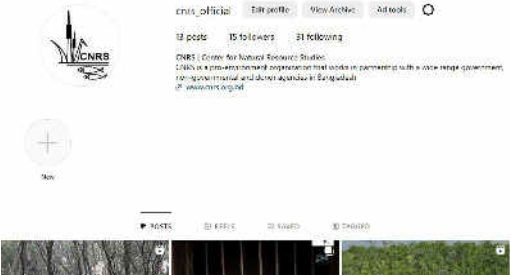https://www.youtube.com/channel/UCl0l1RIwsFlK0VcBy9J9AqQ
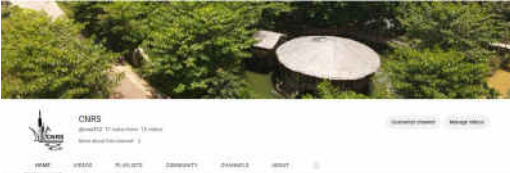
Instagram

https://www.instagram.com/cnrs_official/

Linkedin

https://www.linkedin.com/company/cnrs-center-for-natural-re-
source-studies/mycompany/?viewAsMember=true

Website

Profile photo

CNRS logo

Cover photo

Should be a high
resolution landscape
photo of project
activity

Social media profile shortcuts

Facebook, Twitter, Instagram, Youtube and Linkedin

Social media policy

Overview of social media engagement

Our social media engagement must reflect the values of CNRS and must be conveyed using the same tone, beliefs and aesthetic in uniformity. We encourage CNRS stakeholders to connect with the world, enhoy the process of external communication be respectful to CNRS and all communities by using the following guidelines.

Your individual voice is not the one of CNRS

For all communications related to CNRS, you can represent your self as working in CNRS however, it must be well established and clear that your individual opion does not represent/reflect the one of CNRS (the organization). Thefore we recommend, all social media posts to be handed over and posted by authorized CNRS communication personel. When posting on personel profiles, only post accurate information, consult with the CNRS communication team and give authentic attributes as per CNRS's policies and program.

Always be respectful

Do not post discriminatory and/or derogatory remarks, harassment, threats of violence, inappropriate or unlawful conduct, and/ or communications intended to bully, disparage, defame, or harm the reputation of CNRS or any individual. Acknowledge differences of opinion and withdraw from off-topic discussions that become profane or unacceptable. Never advocate violent solutions to conflicts.

Always use good judgement

Your statements online may directly impact the safety and security of CNRS employees, or the future of CNRS, our field offices, and projects. Refrain from associating CNRS with the criticism of any government or movement and do not post on sensitive topics which may elicit a violent or controversial response.

Follow CNRS's policies on consent and confidentiality and never post CNRS's internal reports, policies, procedures, or other confidential internal matters on social platforms.

When posted online, its open to public

Be informed that all members of CNRS's management, your colleagues, media, existing donors and portential donors, partner organizations, vendors, program participants, and others CNRS stakeholders will be have open access to every post. Thefore always be mindful of what is being posted and resist all forms of impulsive and inappropriate posting.

Multiple CNRS branded accounts will create confusion

Do not create CNRS branded social media accounts without permission from the central communication team of CNRS; our social media accounts must reflect our uniform style and approach. Always use CNRS's authorized logo, design concept, aesthetic, accurate project titles and information, accurate designations and locations and slogans consistent with our branding guidelines.

Do reach out to CNRS's central communication team

If you have any questions about what and how to post, always consult with CNRS's central communication team. All confusion. issues and threats of inappropriate communication can be easily resolved. If you identify the need for utility of an official CNRS social media account or notice any suspecious activity, do reach out to the CNRS communication team and bring it to the immediate attention of the our team.

Have questions? CNRS's central communication team team is here to help. Email us anytime at

1. Communication focal (HQ): **rahul@cnrs.org.bd**

2. communication@cnrs.org.bd

Social media post examples

Image Posts types and aspect ratios

Photograph with caption

Quotes

Factograph/infographics

Program statements

Event announcements/up-

Celebrations

News report and Articles

Video posts and aspect ratios

Short format documentaries

Long format documentaries

Research topic discussions

Animations

Press/media release/news report

Reels

Text/image based videos

Podcasts

Films, Shortfilms and Drama