**Communication material Orange Knowledge Programme**

[Orange Knowledge Programme](https://www.nuffic.nl/en/subjects/orange-knowledge-programme/)

[Vocational education and training](https://www.nuffic.nl/en/subjects/vocational-education-and-training/) [Higher education](https://www.nuffic.nl/en/subjects/higher-education/)

We encourage you to to promote your Orange Knowledge project! We have defined some communication guidelines to assist you.

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We want to demonstrate the relevance and impact of the programme, so please share your success stories and the lessons learned. You can create news items, issue press releases, make videos, take pictures and post stories on social media.

We want to share these stories on our own communication channels. To ensure that everyone talks about the Orange Knowledge programme as uniformly as possible, please follow the guidelines below in your communication.

**Communication in text**

**Use the full name**

Please use the full name ‘Orange Knowledge Programme’, instead of the abbreviation OKP. If you need to shorten it, then you can leave out the word ‘Programme’, for example: ‘Orange Knowledge proposal’ or ‘Orange Knowledge scholarships’.

**Mention Nuffic and the Ministry of Foreign Affairs**

On all external publications about the Orange Knowledge Programme, please mention the parties involved: the Netherlands’ Ministry of Foreign Affairs as the funder and Nuffic as the programme manager. Where possible, please use the organisations’ logos too: see [logo files and guidelines below](https://www.nuffic.nl/en/subjects/communication-material-orange-knowledge-programme/#logos).

**Programme description**

To ensure uniformity in the programme’s description, always use the following text, either the short or the long version:

**Short version**

*The Orange Knowledge Programme is a € 220 m Dutch global development programme, available in 54 developing countries and managed by Nuffic, a Dutch non-profit organisation for internationalisation in education. Launched mid-2017, it aims to have provided tens of thousands with the possibility to change their future through education and training by mid-2022. The programme is funded by the Dutch Ministry of Foreign Affairs.*

**Long version**

*The Orange Knowledge Programme contributes to a society’s sustainable and inclusive development by providing access to education and training for professionals and organisations in technical vocational education and training (TVET) and higher education. It is funded by the Dutch Ministry of Foreign Affairs as part of its development cooperation policy. The subsidy programme is managed by Nuffic, a Dutch non-profit organisation for internationalisation in education. It offers funding for long-term, demand-driven partnerships between Dutch knowledge institutions and organisations in 21 participating countries, as well as individual scholarships and Tailor-Made Training courses in all 54 selected countries. The € 220 m, 5-year programme ends mid-2022, enabling tens of thousands to change their future. From the Dutch development cooperation policy, 4 priority themes have been selected on which to focus in the programme: Food and Nutrition Security; Water, Energy and Climate; Sexual and Reproductive Health and Rights; and Security and Rule of Law. Cross-cutting themes in this programme are inclusion, employability and environmental sustainability.*

[*www.nuffic.nl/okp*](http://www.nuffic.nl/okp)

**Video**

We have created professional Orange Knowledge end credits for video, which you can use for all your video material:

[Video end credits Nuffic Orange Knowledge‌ (2.7 MB)](https://www.nuffic.nl/documents/865/video-end-credits-nuffic-orange-knowledge.mp4) (mp4)

If you cannot use the official end credits, for example if you are filming with a smartphone and you are unable to add it during editing, please note these guidelines:

* Always mention that your project is part of the Orange Knowledge Programme (not abbreviated), verbally, in voice-over and in text.
* Always mention the funder (the Netherlands’ Ministry of Foreign Affairs) and the programme manager (Nuffic), in voice-over and in text.

We have put together a short manual with some more tips:

[How to make your own video - Orange Knowledge Programme‌ (128.6 kB)](https://www.nuffic.nl/documents/906/how-to-make-your-own-video-orange-knowledge-programme.pdf)

If you need more advice on your video production, please contact us at okp@nuffic.nl.

**Video animation**

We have created a 1-minute animation video to explain the basics of the programme. Please use this animation in your communication where possible.

**Orange Knowledge Animation video**

[English version](https://youtu.be/Jkl-Ab_5to4)

[French version](https://youtu.be/GdsFn2aqvmw)

**Photos**

We would love to see pictures of the work you have done. Whether they are shot with a digital camera or smartphone, as long as they are high in resolution, with the proper exposure and focus, we may be able to use them for external communication. Here are some tips:

* When taking pictures of your project, make sure you show the people.
* Photograph people while working - in the field, in the class room, talking to each other, learning - and don't let them pose..
* Landscaped pictures are always more practical to use than portrait.

We have put together a short manual with some photography tips:

[Making your own photo material - Orange Knowledge Programme‌ (285.3 kB)](https://www.nuffic.nl/documents/907/making-your-own-photo-material-orange-knowledge-programme.pdf)

If you need more advice on photography, please contact us at okp@nuffic.nl.

**Privacy**

Please make sure the people in the picture\video agree to the use of their image in various communication. You can see see an example of our letter of consent below:

[Declaration of consent for disclosure of visual material‌ (62.6 kB)](https://www.nuffic.nl/documents/869/declaration-of-consent-for-disclosure-of-visual-material.pdf)

**Storytelling tips**

Showing the impact of a development programme is not just about the results in facts and figures, but also about personal stories of change. We want to show:

* What is the road towards sustainable development?
* How does the programme influence people?
* Which lessons did you learn along the way?

It is useful to use the principles of storytelling for this. So, what is a good story? A good story:

* is authentic, real and makes an impact;
* is easy to connect to and recognisable for the receiver;
* contains a personal experience, which has led to change;
* is about a dilemma or an insight;
* contains a common theme, a message and a goal;
* has a tension curve (no tension, no story);
* contains the whole story, so not only the good news but also lessons learned.

Some more tips on storytelling in development work:

<https://www.devex.com/news/opinion-a-necessary-distortion-storytelling-and-responsibility-in-global-development-90567>

<https://stories.usaid.gov/>

**Social media**

When posting updates on your programme, please include our account names and hashtags.

**Twitter**

When tweeting, please mention @NufficGD and #orangeknowledgeprogramme. When referring to our government, make sure you use @Dutchmfa (English, 43.4K followers).

**Facebook**

On Facebook, please refer to @NufficGlobalDevelopment and #OrangeKnowledge. Thanks for including the Netherlands embassy of the country involved.

When communicating in Dutch on the Orange Knowledge Programme, please also refer to @Nuffic.

**AKVO tool**

For the programme's monitoring and evaluation we will implement the AKVO Really Simple Reporting (RSR) tool. This will be in addition to the annual reporting. In this tool you can share the progress of your project – as often as you like – by posting updates on events and important steps forward.

In AKVO RSR, you can easily upload pictures and videos, which will give the outside world an attractive insight into your journey of change. Thanks to geodata, your project will be visible on a map, while data on numbers (scholarships, trainings, and so on) will make your project more tangible to others.

AKVO allows us to demonstrate the programme’s progress in ‘real time’ and you can share it with your own stakeholders as well. If you have any questions about updating in AKVO RSR, please contact us at okp@nuffic.nl.

**Flyer**

If you need to hand out the Orange Knowledge flyer, you can print it locally using these files:

**English version**

[The Orange Knowledge Programme‌ (2.9 MB)](https://www.nuffic.nl/documents/616/orange-knowledge-programme.pdf)

**French version**

[Le Programme Orange Knowledge‌ (1.4 MB)](https://www.nuffic.nl/documents/864/le-programme-orange-knowledge.pdf)

**Logos**

 **Nuffic logo**

You can download the Nuffic-logo in various formats: black for use against a light background, inverted for use against a dark background:

[Logo with pay-off‌ (2.8 MB)](https://www.nuffic.nl/documents/211/Logos_payoff.zip)

**Margin**



There has to be a margin of a minimum of 2x the width of the leg of the letter 'N', on all sides.

**Size**



The logo has to be a minimum of 20 mm (160 px) wide.

**Combinations with other logos**

When using the Nuffic logo in combination with logos of other organisations, please follow these guidelines:



Align the logos at the bottom, making sure the pay-off ('Meet the world') appears under this line. Always place the Nuffic logo on the right-hand side of the page.

**Logo of the Dutch Ministry of Foreign Affairs**

[Logo Dutch Ministry of Foreign Affairs‌ (1.8 MB)](https://www.nuffic.nl/documents/868/logo-dutch-ministry-of-foreign-affairs.ai) (Adobe Illustrator)

Please note that the ministry has set out specific guidelines on the use of their name and logo:

[Visibility and communication in partnerships with the Ministry of Foreign Affairs](https://www.rijksoverheid.nl/onderwerpen/ontwikkelingssamenwerking/documenten/brochures/2018/12/14/zichtbaarheid-en-communicatie-bij-samenwerking-met-bz) (in Dutch, English guidelines to be published soon)