



Title:	Communications and Branding Policy
Policy statement:	<p>DSPR is committed to maintaining the highest standards in communicating with its partners, donors, communities, staff and volunteers; therefore, this policy establishes guidelines for all communication, branding, and social media activities related to DSPR. It ensures that our messaging aligns with our mission, vision, and values while maintaining consistency, professionalism, and ethical standards.</p> <p>General Communication</p> <p>All official communication must be (in the DSPR's official languages) clear, accurate, and aligned with DSPR's mission and values. As designated by this policy, the executive director and AC directors (each in their respective areas are the only spokespersons authorized to speak on behalf of DSPR, approve any of the communication content, etc; directors may designate or authorize any other person from the board.</p> <p>Branding Guidelines</p> <ul style="list-style-type: none"> - DSPR's logo, colors, fonts, and other branding elements must be used consistently across all platforms. (annex logo) - Any modifications to the official branding elements require approval from the central committee. - DSPR partners and friends must seek written permission before using materials such as photos, videos, posts etc in order to ensure that consent forms are in place. - All marketing and promotional materials should align with the branding guidelines and be reviewed before dissemination. <p>Social Media Usage</p> <ul style="list-style-type: none"> - Staff, volunteers, board members must not post sensitive or confidential information on social media. DSPR's official communication posted on the different social media outlets such as Facebook, twitter, etc must be approved by the executive director prior to posting. - Staff should follow ethical and respectful conduct when engaging on social media; personal opinions shared online should not be attributed to DSPR, or associated with DSPR through tagging, referring etc. Personal accounts should not be used to share confidential or sensitive NGO-related information. - Centralized official social media accounts are managed by the Communication person in the central office. Any new accounts representing DSPR must be approved. All content posted on official accounts must align with DSPR's messaging and objectives. Negative or inappropriate comments should be addressed professionally and escalated if and when necessary. - Crisis communication must be handled in coordination with the designated communication person (designated by the central office) to ensure a swift and appropriate response. <p>Media and Public Relations</p>

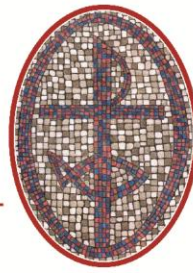


	<ul style="list-style-type: none"> - All media inquiries should be directed to the designated spokesperson. - Press releases and public statements must be approved by the Central office executive Director and / or area executive director. - DSPR staff and volunteers should not engage with media pertaining DSPR’s work without prior authorization. <p>Imagery & Graphics</p> <ul style="list-style-type: none"> - Use high-quality visuals that align with brand values. Avoid inconsistent styles or low-quality images. A photograph must never be changed from how it was originally taken (aside from standard toning or cropping of the image, which improves its overall appearance. Avoid use of filters found in social media platforms/apps like Instagram, Twitter, Facebook or similar social media platforms. As for captioning photos: all photos should be accurately reflecting the following: Names, and titles, location, date, a description of what is seen in the image; photographer name and initials (for credits) - Videos should be used primarily for telling stories, promote our work (projects visibility of our partners and donors) and fundraising purposes should be of a duration of 5-7 minutes; tastefully composed in such a way that draws the viewer into the imagery. Any posted video should have the audio well adjusted (ensuring so by using external microphones); lighting should be well-balanced if using artificial lights. If using natural light, make sure the subject doesn’t have harsh shadows on his/her face. In general, filming at 1080p is ideal for all situations, but in the future, 4K may be necessary.
<p>Procedures:</p>	<p>See Annex 1: Awareness and Orientation package for staff and third parties (printing contractors) on different policy components</p>
<p>Definitions:</p>	<p>Audience: board members, staff, volunteers, partners, local communities, churches, public entities and private sector, the public at large.</p> <p>Branding: The visual identity, tone, and messaging that represent an organization</p> <p>Communication: The exchange of information internally and externally, including emails, reports, press releases, and social media posts, conferences, webinar, speaking tours.</p> <p>Social media: Digital platforms such as Facebook, X, Instagram, LinkedIn, and YouTube used for outreach and engagement.</p> <p>Spokesperson: An authorized individual responsible for communicating official messages to the public or media.</p> <p>Crisis Communication: A strategic approach to managing and responding to urgent or sensitive situations affecting DSPR.</p>
<p>Related Policies</p>	<ul style="list-style-type: none"> - Policy on the gathering, storing and using written, audio and visual information - Communication and branding guidelines (composed of organizational colors, logos, tips for



& Procedures:	interviewing children and vulnerable people, success story- most significant change story;) - Fundraising strategy
Why is the policy needed:	In order to unify our modality in reaching out to people who are interested in DSPR as an organization; promote our brand; enhance our visibility; unify our messaging.
Who must follow this policy:	This policy applies to all staff and associates. Staff includes: <ul style="list-style-type: none"> ● all staff, national and international ● all volunteers and interns Associates include: <ul style="list-style-type: none"> ● all contractors, e.g., vendors, consultants (printing, videographers, etc) ● all Board Members ● all partners including local community-based partners ● Guests and Visitors

Next formal review:	[Next review and approval date within 3 years of the above date or sooner if legislation, best practice or other circumstances indicate that it is necessary] May 2028
Person responsible:	DSPR Executive Director AC Executive Director
Version:	11 June 2025
Approved by:	Central Committee Members: Dr. Audeh Butros Audeh Quawas; Chairperson-Member at Large- Representing Orthodox Church Family Mr. Bassem Issa Audeh Thabet Vice- Chair- Delegate DSPR-ICC Jerusalem & WB Area Committee Dr. Farah Atallah Farah Attallah; Treasurer- Delegate DSPR-NECC Jordan Area Committee Bishop Sani Ibrahim Charly Azar; Member at Large- Representing Episcopal – Lutheran Church Family Mrs. Sandra Tawfiq Habesch Khoury; Member at Large- Representing Catholic Church Family Dr. Jean Salaminian; Member at Large- Representing Eastern Orthodox Church Family Mr. George Jamal Jamil Antone; Delegate DSPR-NECC Gaza Area Committee Mr. Adel Nasser; Delegate DSPR-ICCI Galilee Area Committee



	MS. Nina Farah Shaddad; Delegate DSPR-JCC Lebanon Area Committee
Approval date:	Central committee meeting: 4 July 2025



Annex 1: Orientation Package on Branding Policy (see PowerPoint presentation)

Annex 2: Brand Guidelines