



# Mastercard Foundation

## PARTNER COMMUNICATIONS TOOLKIT

November 2022

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## PURPOSE OF THE TOOLKIT

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The Mastercard Foundation is committed to working closely with partners to ensure that communications efforts are aligned with each organization's values and goals. This toolkit ensures consistency and cohesion in language and style, and proper usage of brands. It includes guidelines and messaging to assist partners in communicating about the Mastercard Foundation in a consistent way.

## STYLE GUIDE

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### PLEASE DO

**In written and spoken content always refer to us by our full name:**

We are the Mastercard Foundation and not Mastercard.

**Capitalize Mastercard Foundation using the following guidelines:**

- The letter 'M' must always be capitalized when referring to the Mastercard Foundation.
- The letter 'F' must always be capitalized when referring to the Foundation.
- The letter 'c' is never capitalized when referring to Mastercard Foundation.
- The word 'The' is not part of the Mastercard Foundation name. However, if beginning a sentence then the 'T' in the word 'The' would be capitalized and if it appears in the middle of a sentence then the 'T' in the word 'The' would not be capitalized. For example: The Mastercard Foundation is working in partnership with.... or The vision of the Mastercard Foundation is a world where everyone has the opportunity to learn and prosper.

**Refer to the Foundation in print or digital materials, using the following language to describe the partnership:**

*[Organization]* is...

partnering with the Mastercard Foundation or the Foundation;  
working in partnership with the Mastercard Foundation or the Foundation;  
joining forces with the Mastercard Foundation or the Foundation;  
collaborating with the Mastercard Foundation or the Foundation;  
working in collaboration with the Mastercard Foundation or the Foundation;  
teaming up with the Mastercard Foundation or the Foundation;  
engaged in a joint project with the Mastercard Foundation or the Foundation;

### KINDLY DO NOT

**Refer to the Mastercard Foundation in written and spoken content, as abbreviations or acronyms:**

- Use either the Mastercard Foundation or the Foundation, but never MCF.

**Speak on behalf of the Foundation:**

As a partner you may not speak on behalf of the Foundation but instead focus on sharing information around your organization's role, program, and impact.

### **Use Terms like funder, grant, gift, sponsor, and donor:**

Collaboration is one of the Foundation's values. We believe that all our projects are partnerships.

### **Use the Mastercard Foundation logo on third-party social media platforms:**

Please note that the Mastercard Foundation logo or brand mark are not to be used on partner, programs, participants, or any third-party stakeholders' social media platforms and messages. However, the Foundation's social media handles can be tagged in relevant and applicable social messages and hashtags.

## **MASTERCARD FOUNDATION MESSAGING**

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To ensure consistency in describing the Mastercard Foundation externally, partners should use the boilerplate and key messages outlined below for written and spoken content (e.g., press releases, media interviews, websites, blogs, brochures, etc.).

### **Mastercard Foundation Boilerplate**

#### About the Mastercard Foundation

The Mastercard Foundation works with visionary organizations to enable young people in Africa and in Indigenous communities in Canada to access dignified and fulfilling work. It is one of the largest private foundations in the world with a mission to advance learning and promote financial inclusion to create an inclusive and equitable world. It was established in 2006 through the generosity of Mastercard when it became a public company. The Foundation is an independent organization, and its policies, operations, and program decisions are determined by its own Board of Directors and senior leadership team. It is a registered Canadian charity with offices in Toronto, Kigali, Accra, Nairobi, Kampala, Lagos, Dakar, and Addis Ababa.

For more information on the Foundation, please visit: [www.mastercardfdn.org](http://www.mastercardfdn.org)

## **BRAND GUIDELINES & LOGO**

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The Branding Guidelines provide the Foundation's colleagues and partners with a framework within which to present the Foundation and our initiatives and contains guidance on the use of official brand marks, language, photography, colours, typography, and obtaining permissions.

The Mastercard Foundation logo should be used on any external print or digital communications materials developed by partners. Examples of this would be press releases, brochures, posters, banners, signage, and presentations. Partners must use the approved logo reproduced from master artwork. The Mastercard Foundation logo files and Brand Architecture Guidelines are available from your Program Communications Lead at the Foundation.

## **REVIEW PROCESS**

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Any external communications materials that mention the Foundation and/or use the Foundation's trademarks must be reviewed and approved by our Public Affairs and Communications team. This

includes webpage announcements, press releases, backgrounders and fact sheets, public reports, presentations, newsletters, videos, brochures, etc.

The Foundation provides guidance on the wording and usage of its logo and name and requires adequate time for review and approval of materials developed (ideally one week). The following guidelines outline the levels of review required:

<b>Communication Type</b>	<b>Review Required?</b>	<b>Level of Review</b>	<b>Examples of Materials</b>
Public announcements on a project and partnership.	Yes	One week's notice required to inform and ensure there is no overlap with announcements from Mastercard International. Editorial review and approval of use of logo and name.	<ul style="list-style-type: none"> <li>• Press releases</li> <li>• Media advisories</li> <li>• Website/TV/Radio announcements</li> </ul>
Materials explicitly funded by the Foundation.	Yes	One week's notice required. Editorial review and approval of use of logo and name. Foundation requests to review scripts of videos / multimedia that are being developed about the initiative. Partners may use templates for signage and brochures. Once templates are approved by the Foundation, they can be used without any further requirement for approval.	<ul style="list-style-type: none"> <li>• Publications</li> <li>• Brochures</li> <li>• Signage</li> <li>• Videos</li> <li>• Websites</li> </ul>
Materials not funded by the Foundation but reference the Mastercard Foundation in either name or use of logo.	Yes	Not subject to one-week review. However, 72 hours' notice to ensure a timely response is needed. No editorial review. Corporate Communications team will review to ensure proper use of logo and name.	<ul style="list-style-type: none"> <li>• Annual reports</li> <li>• Website mentions</li> <li>• Multimedia tools</li> <li>• Alumni publications</li> <li>• Newsletters &amp; other periodicals</li> <li>• Articles</li> </ul>
Opportunistic communications (activities that are time-sensitive).	No	Pre-approved key messages on the partnership will be prepared. Once approved, these messages can be incorporated into time-sensitive materials without need for further approval from the Foundation. Note: The Foundation may request to review blogs that focus on learning from projects. In such cases, 72 hours' notice is requested.	<ul style="list-style-type: none"> <li>• Media interviews</li> <li>• Last-minute speaking engagements</li> <li>• Blogs</li> <li>• Tweets</li> </ul>

## **MEDIA GUIDELINES**

## Important Links

- **The Mastercard Foundation's Website:** <http://www.mastercardfdn.org/> Sign up for our monthly e-newsletter [here](#)
- **The Mastercard Foundation's Twitter (@MastercardFdn):** <https://twitter.com/MastercardFdn>
- **The Mastercard Foundation's Facebook (@MastercardFoundation):** <https://www.facebook.com/MastercardFoundation/>
- **The Mastercard Foundation's LinkedIn:** <https://www.linkedin.com/company/1122260/>
- **The Mastercard Foundation's Instagram (@MastercardFoundation):** <https://www.instagram.com/mastercardfoundation/>
- **The Mastercard Foundation's YouTube Channel** <https://www.youtube.com/user/MastercardFoundation>

## How to Mention Us

- On Twitter: Mention @MastercardFdn
- On Facebook: Tag Mastercard Foundation in posts by first liking the page and then tagging by using the '@' sign and selecting Mastercard Foundation from Friends and Likes
- On Instagram: Either mention @mastercardfoundation or tag us in your image by typing mastercardfoundation in the search bar
- On LinkedIn, you can tag us by using the @ sign and then typing in "Mastercard Foundation". You need to include the space between 'Mastercard' and 'Foundation'

## Hashtags

#YoungAfricaWorks

## Suggested Posts for Mastercard Foundation Partnerships

### Facebook

- Through our partnership with @MastercardFoundation, we're proud to be part of the solution to youth employment in Africa. Through a collaborative effort, our work will support the ambition, creativity, and skills of young people in *[add country]*. #[add country].
- In partnership with @MastercardFoundation we are...(*details on the partnership*).

### Twitter

- Our partnership with @MastercardFdn is supporting (focus of partnership) for young people in [country]. #[country].
- As part of the @MastercardFdn partnership we are...(*details on the partnership*).

### LinkedIn

- We are partnering with the Mastercard Foundation to support (details of partnership).

## **PHOTOGRAPHY GUIDELINES**

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1. Each image is to be selected to reflect the Foundation's values. The tone of photography should be human, natural, and aspirational. Whenever possible, photography should be highly saturated, authentic and have bright, vibrant colours. Images should capture people in their natural environment doing something they would normally do.
2. Written or verbal consent must be obtained from individuals featured in photos prior to photo usage. Additionally, individuals featured in photography must be over 12 years of age.
3. When using Foundation photography, we ask that you obtain our permission and please credit the photo "[Photographer] for the Mastercard Foundation."
4. Additional guidelines to consider:
  - Composition: Allow the primary subject to be the focus of each photo. Backgrounds and secondary subjects should form a cohesive relationship with the primary subject.
  - Content: Photography should aim to be authentic and natural. Avoid images that are overly staged.
  - Brand vs. Secondary Imagery: Images used should be sourced from the Foundation's photo library. If necessary, stock photos can be used to play a supporting visual role.

## **EVENT GUIDELINES**

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The Mastercard Foundation requests that the following are implemented for events relating to a program/initiative that the Foundation is working in partnership with an implementing partner:

1. An invitation is extended to the Foundation.
2. The program allows for a Foundation spokesperson to deliver a short address, where appropriate.
3. The Mastercard Foundation brand is reflected on all event collateral and written materials in line with the Foundation's branding guidelines. This may include, but are not limited to, pull-up banners, teardrops, signage, and media banners.
4. The Foundation brand is displayed on-stage with the specifics to be discussed and agreed upon in collaboration between the partner and the Mastercard Foundation Events team. The nature of the branding (i.e. whether it's physical banners or digital banners), will depend on the stage setup selected by the partner.
5. The program allows for a short Mastercard Foundation impact video to be screened at the event.
6. The Foundation has a digital branding presence on the partner's social media assets during the event.

7. The logistics and planning for each event is executed collaboratively by the partner and the Mastercard Foundation Events team.

## **CONTACT**

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Please contact your Mastercard Foundation Program Communications Lead to clarify any questions regarding this toolkit. We are available for the duration of the partnership to provide support as needed.

We will work closely with you to stay up-to-date and informed; be aware of and aligned on goals, messages, content calendars, and tactics; and share a vision for success.

