

Global Risk Financing Facility

//// Brand Guide





Introduction

The Global Risk Financing Facility (GRiF) is a Multi-Donor Trust Fund set up in the World Bank and launched in October 2018. GRiF envisions a world where people's lives and livelihoods are protected from the financial impacts of climate shocks, disasters and other crises.

GRiF provides grants and technical assistance to vulnerable countries to test, pilot and scale up financing instruments in order to boost their financial resilience to exogenous shocks. It operates on a country-centered design, promoting the role of countries as risk managers.

GRiF is aligned with the vision and the principles of the InsuResilience Global Partnership. It focuses on investments that help the poor and vulnerable recover more quickly from disasters by protecting their economic environments, basic services and infrastructure. It incentivizes disaster preparedness and financial protection so countries can build resilience into all economic sectors. More importantly, GRiF aims to be inclusive, involving meaningful consultation of all stakeholders in all aspects. It emphasizes gender-sensitivity and a pro-poor approach, aspects that are not always considered in the design of risk financing solutions.



Our Story

Over the past decade, the World Bank has provided technical assistance to over 60 countries for developing financial protection strategies and instruments that can offer quick liquidity after disasters strike.

Countries demonstrate clear demand for such solutions but there are often financial or technical barriers to implementing such solutions at scale.

GRiF will go beyond the current approach of technical assistance to provide financing for lowering the barriers to implement and scale up risk financing solutions, including building systems required to effectively channel resources from financial instruments.



Guiding Principles

01

Country ownership and readiness

The recipient country demonstrates readiness to work on a risk finance solution, for example, by working on a risk financing strategy, by having an adequate legal and regulatory framework, and through political commitment.

02

Improvements in preparedness and resilience

Funds from GRiF create incentives for preparedness and prevention as essential complements to financial instruments.

03

Value for money and product suitability

Financial products are priced based on sound actuarial principles. They adequately account for risks and operating expenses, and provide value for money.

04

Participatory process

The process to design, implement, and evaluate the solution is inclusive. It aims to invite the participation of all stakeholders who can inform and champion these solutions, especially beneficiary communities, civil society organizations, and the private sector.

05

Open and accessible data and risk modeling

The risk model and data underpinning the solution is open (as far as feasible), available for third parties to review, and transparent to avoid information asymmetries between risk carriers, clients, and donors.

06

Competitive procurement process and non-preferential treatment

Providers of subsidized financial instruments are selected through a competitive, robust, and transparent process, leveraging the private sector for maximum value.

04





The Global Risk Financing Facility logo represents the security and stability offered by GRiF to help countries safeguard development progress from the financial impact of exogenous shocks.

The intersecting lines represent the coming together of partners from the World Bank, developing countries, donors, private sector, and other stakeholders in disaster risk financing. The colors illustrate nature and the environment, agriculture, earth and water.

Primary
Logo



Global Risk Financing Facility

Supporting Early Action to Climate Shocks, Disasters, and Crises

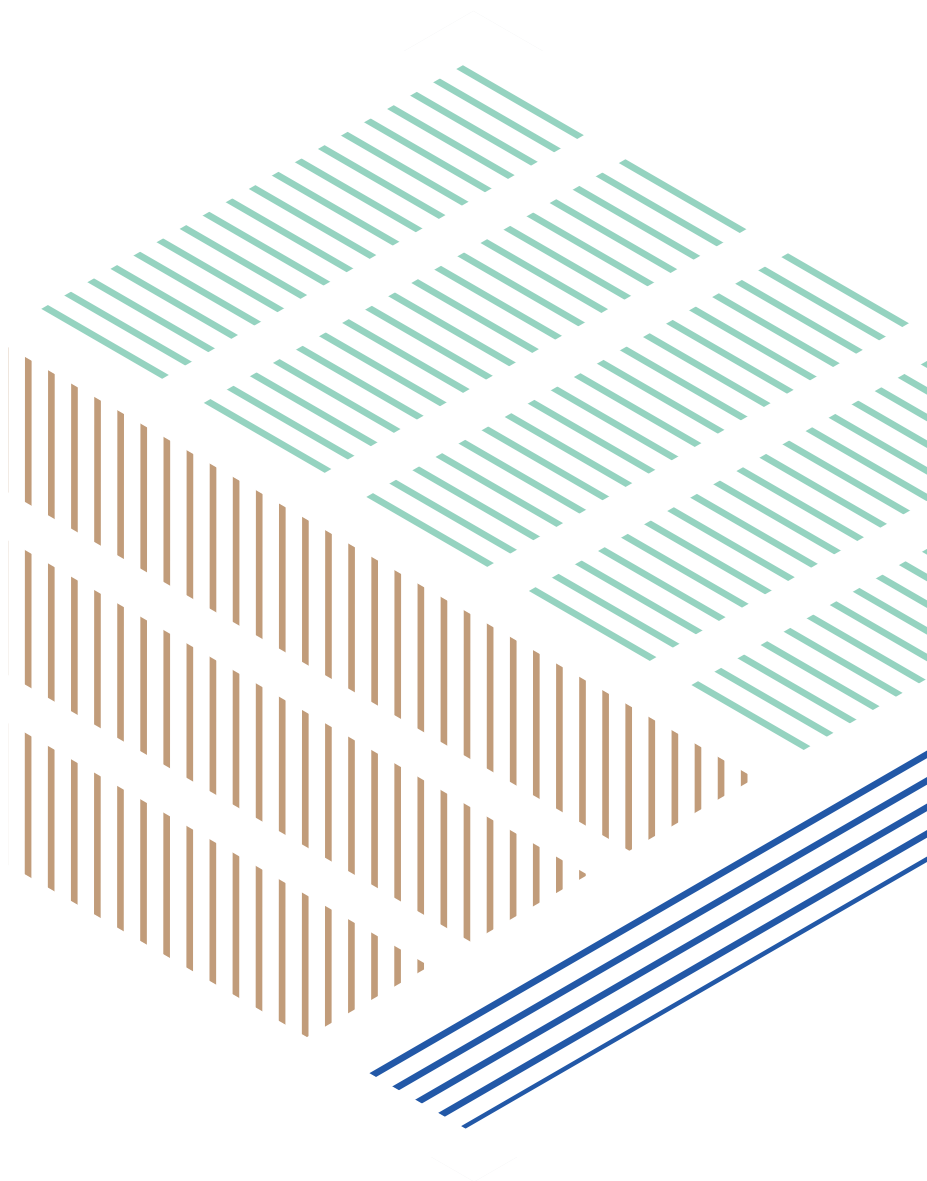
Secondary
Logo



Global Risk Financing Facility

Supporting Early Action to Climate Shocks, Disasters, and Crises





The super graphic is a variation on the logo icon, created with geometric lines. It should always be seen cropped and or at a large scale.

The GRiF logo is made up of an icon and typographic lock-up. The primary logo features stacked typography and should be used wherever possible. When the vertical space is limited, the secondary logo can be used. The typography can be seen without the icon when the super graphic is present.

This page includes reference to the logo safe area (the distance it should be seen from other logos, type and artwork). and how the logo can be used in greyscale and knockedout.

When the GRiF logo is seen alongside partners it should be predominant. The GRiF logo should be double the size of the widest partner logo.

Greyscale Logo





Global Risk Financing Facility

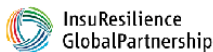
Supporting Early Action to Climate Shocks, Disasters, and Crises



Global Risk Financing Facility

Supporting Early Action to Climate Shocks, Disasters, and Crises

Alliance Partner of



Supported by



Implemented and Managed by



Color

Color is a core building block of the GRiF brand and should be used with care. The primary colors are Green and Blue.

Green is the color of nature and health. It represents safety, growth, nature and money. **Blue** is the color of stability, loyalty and trust.



The secondary colors harmonize with the primary colors to bring a sophisticated look.

R 292. G 219. B 205
C 25. M 3. Y 21. K 0

R 44. G 79. B 139
C 93. M 77. Y 17. K 4

R 236. G 237. B 237
C 6. M 4. Y 4. K 0

R 225. G 214. B 206
C 11. M 13. Y 16. K 0

R 192. G 156. B 122
C 25. M 38. Y 55. K 1



Typography



Typography plays an important role in the brand identity. The selected fonts are professional, without being overly academic and are legible in a wide range of sizes.

The headline and logo font is Merriweather and Centrale San is used for body copy.

Header font

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Body font

Centrale Sans Light

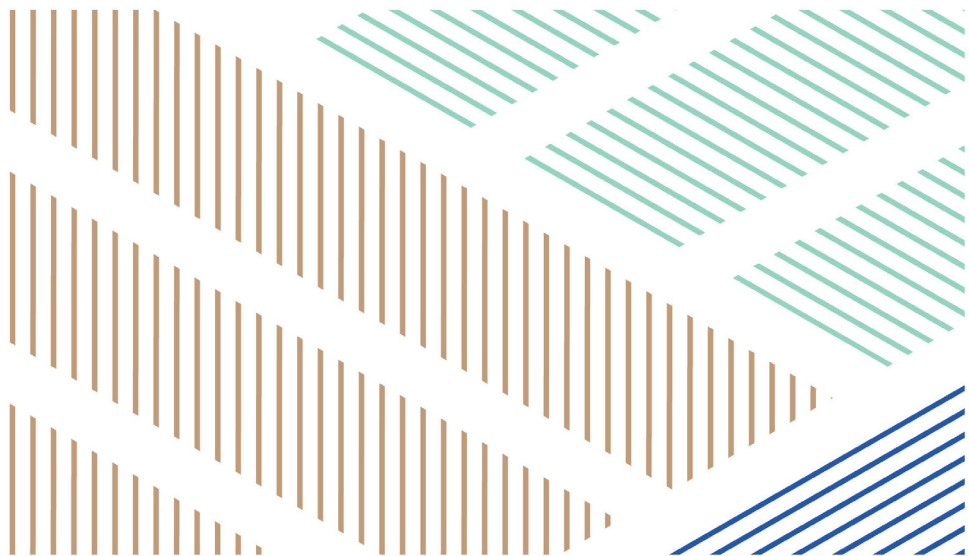
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Centrale Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

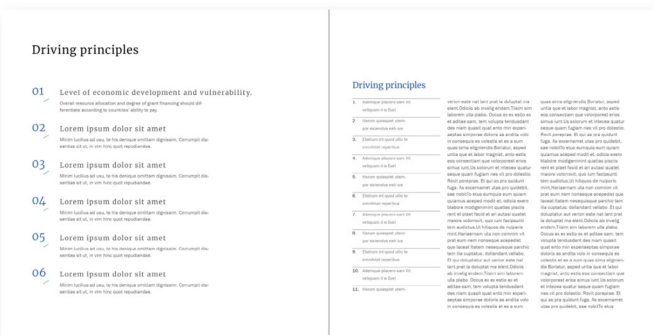
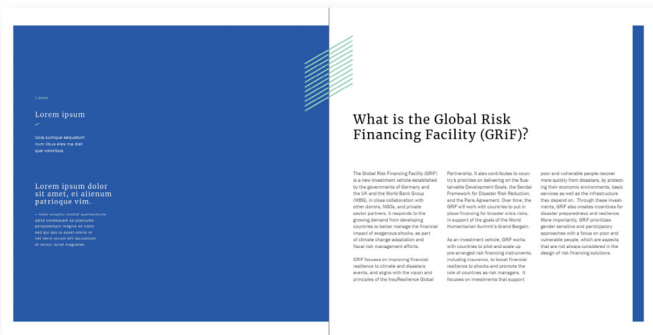


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Brochure

A square format brochure template has been designed and can be adapted for different sizes. This page shows sample spreads included within the template.



We envision a world where people's **lives and livelihoods are protected** from the impact of climate shocks, disasters, and crises.

Contact us to help build a stronger tomorrow.

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Financing Facility**

Supporting Early Action to Climate Shocks, Disasters, and Crises