

A young boy with dark hair and a wide, joyful smile is the central focus of the image. He is wearing a plaid shirt and is holding onto a large, circular play structure made of green and yellow plastic rings. The background is a soft-focus outdoor setting with green foliage. The overall mood is happy and energetic.

ChildFund
Australia

BRAND GUIDELINES

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Cover: Soknet, age 10, Cambodia
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www.childfund.org.au

The ChildFund Australia Brand is not just a logo, but an identity.

It is a reflection of who we are and what we believe, and expresses our vision, our values, our personality . . .

This document will help you to portray the ChildFund Australia brand identity with confidence, to internal and external audiences, in Australia and overseas, using both visual and written communication tools.

By adopting a consistent approach, ChildFund Australia and its country offices can build a highly recognisable brand, and reinforce our reputation as an organisation which is trustworthy, effective and committed to improving the lives of children.

The ChildFund Australia logo, and associated country office logos, have been designed in compliance with the ChildFund Alliance Brand Guidelines.

- Only the established colour formats (right) can be used.
- The child symbol can only be used in its entirety within the wordmark (ChildFund). It cannot be used as a standalone figure, although it can be used partially (refer to ChildFund Alliance brand guidelines in Appendix).
- The logo can be used with or without the country identifier.
- The size of the country identifier in relation to the wordmark (ChildFund) must be according to the proportions below.



ChildFund
Australia

Colour

ChildFund
Cambodia

Mono

ChildFund
Vietnam

White

The ChildFund Alliance has five brand colours. ChildFund Australia has four additional colours which can be used to enhance our visual communications.

ChildFund Alliance brand colours

Primary colour



ChildFund green: Pantone 348
R: 0 G: 122 B: 69
C: 100% M: 0% Y: 85% K: 24%

Secondary colours



ChildFund light green: Pantone 376
R: 132 G: 189 B: 0
C: 54% M: 0% Y: 100% K: 0%



ChildFund lime: Pantone 389
R: 208 G: 223 B: 0
C: 21% M: 0% Y: 85% K: 0%



ChildFund blue: Pantone 299U
R: 18 G: 149 B: 216
C: 69% M: 10% Y: 0% K: 0%



ChildFund orange: Pantone 143
R: 241 G: 180 B: 52
C: 0% M: 25% Y: 78% K: 5%

ChildFund Australia additional brand colours

Primary colours



Pantone 7480
R: 0 G: 191 B: 111
C: 75% M: 0% Y: 71% K: 0%



Pantone 305
R: 89 G: 203 B: 232
C: 54% M: 0% Y: 6% K: 0%

Secondary colours



Pantone 361
R: 67 G: 176 B: 42
C: 77% M: 0% Y: 100% K: 0%



Pantone 420
R: 199 G: 201 B: 199
C: 6% M: 4% Y: 7% K: 13%

It is permitted to use tints of all the colours shown here.

ChildFund Australia's key messages define the voice of our brand. They reinforce our values, and help us to build a sense of shared culture and purpose across the organisation.

In 2016, ChildFund Australia agreed on a new position statement for the organisation: Because every child needs a childhood.

This statement will be integrated into all communications targeting an Australian audience, but can also be used by our country offices.

We have developed the Childhood Campaign to support this statement (see *Childhood Style Guide* in Appendix), but encourage the inclusion of this statement in all communications where it is relevant and appropriate, and using the established logo treatment.

Who we are . . .

- ChildFund Australia is an independent and non-religious international development organisation that works to reduce poverty for children in the developing world.
- Our vision is a global community, free from poverty, where children are protected and have the opportunity to reach their full potential.
- Our mission is to work in partnership with children and their communities to create lasting change by supporting long-term community development and promoting children's rights.
- ChildFund Australia is a member of the ChildFund Alliance – a global network of 12 organisations which assists more than 15 million children in over 50 countries.
- ChildFund is one of the most experienced international aid organisations, with specialist expertise and knowledge in child-focused development issues.
- ChildFund Australia is fully accredited by the Australian Government, and is a member of the Australian Council for International Development (ACFID) and signatory to the ACFID Code of Conduct.

What we believe: child poverty and children's rights

- Poverty is a breach of human rights. The denial of human rights contributes to poverty.
- Children have rights. Every child has the right not to live in poverty.
- Extreme, life-threatening poverty is reducing in most developing countries, but inequality and exclusion have grown, often based on ethnicity, gender, class, location, disability and caste.
- People are poor because they lack vital assets such as education, health, income and clean water. They are excluded and invisible in their societies and lack power in their families, communities, societies and across nations.
- Children living in poverty are particularly vulnerable to abuse, exploitation, natural and human-caused disasters, and civil conflict.
- Children are active participants in development, not passive beneficiaries. We should listen to children.
- We know that poverty and inequality can be overcome. We won't be stopped in our efforts to give every child opportunity, determination and hope for the future.

What we believe: the importance of childhood

- Every child's life has the same value, regardless of where they live in the world. No child should experience a childhood marred by poverty.
- The experiences of childhood last a lifetime, so we must do all in our power to ensure that every child can survive and thrive.
- ChildFund Australia is committed to ensuring children's rights to health, education, protection and participation are understood, safeguarded and upheld.
- We want every child to be able to say: "I am safe. I am educated. I am heard. I can make a difference. I have a future."
- ChildFund Australia believes every child needs a childhood; a childhood where they are nurtured, protected, encouraged and valued.

How we work

- ChildFund Australia brings change for children by building assets, reducing exclusion, increasing their power and strengthening protection (our Theory of Change).
- Our work protects and advances the rights of children as set out in the United Nations Convention on the Rights of the Child.
- ChildFund Australia places children at the centre, ensuring that our work makes an enduring and positive impact on their lives, and that children are heard and have influence.
- We work on a long-term basis with communities to deliver programs made up of projects that address education, protection and children's resilience, as well as healthcare, food security, livelihoods, water and sanitation.
- We support communities to reduce the risks caused by disasters, and respond immediately - directly or via partners - to humanitarian emergencies.
- ChildFund Australia values partnership, and works with communities, local civil society, governments, businesses and other development agencies, so that change for children happens more quickly and effectively.
- ChildFund Australia designs and implement programs that are inclusive of all children in the communities where we work, including girls, children from ethnic communities, and those with disabilities.
- ChildFund Australia is committed to measuring and reporting on the effectiveness of our programs. We make continual improvements based on regular review, reflection, research and analysis of the outcomes we are achieving.
- ChildFund Australia holds itself to account with the communities and children with whom we work, and the people who support our work financially and in other ways. We are committed to providing regular and accurate feedback to communities and supporters.
- ChildFund Australia strives to build meaningful connections between children and communities in different countries.
- ChildFund Australia abides by the highest levels of financial accountability, can demonstrate efficiency in the use of funds, and keeps administration costs to a minimum.

ChildFund Australia signage should recognise the generous support provided by our many funding partners.

Funding types differ, and include sponsorship or Project Humanity monies, appeal or donation funds, as well as government grants and projects supported by trusts or corporates.

In the case of the Australian Government, it is part of our contractual agreement that the Australian Aid Identifier be included on any project signage (see Australian Government Branding).

ChildFund works in partnership with local government organisations, so it is important to recognise the support they provide, even if this is not of a financial nature. This support can be recognised in the text and by including the national flag.

The signage examples shown here are provided as guidance only. Depending on the country context, and donor agreements, signage styles may vary.



ChildFund Alliance donor

- Where an Alliance member provides a grant towards a project (separate to sponsorship funds), include the member's logo, and make reference to them in the text.
- If sponsorship funds are used, please refer to the ChildFund Alliance in the text, and list the names of the relevant Alliance members in the green box. List only those members which contribute sponsorship funds.
- If no sponsorship funds are used, change the text in the green box to: "ChildFund [country name] is the representative office of ChildFund Australia."



ChildFund Vietnam



ChildFund Australia

text in local language text in local language text in local language
text in local language text in local language text in local language
text in local language text in local language text in local language
June 2012

The construction of Tay Phong Commune Health Centre has been funded by Mrs Very Generous Lady or Trust, with support from the ChildFund Alliance, and managed by ChildFund Vietnam.
June 2012

Members of the ChildFund Alliance which supported this project include Barnfonden, ChildFund Australia, ChildFund Deutschland, ChildFund International, ChildFund Ireland, ChildFund Japan, ChildFund Korea, ChildFund New Zealand, Christian Children's Fund of Canada, Educo, and Un Enfant Par La Main

Individual/trust/foundation grant

- A grant provided by an individual (eg, a bequest) or trust/foundation does not generally require the inclusion of a logo. However, please refer to the person or trust within the text.
- If sponsorship funds are used, please refer to the ChildFund Alliance in the text, and list the names of the relevant Alliance members in the green box. List only those members which contribute sponsorship funds.
- If there is no Alliance support (sponsorship funds or otherwise), change the text in the green box to: "ChildFund [country name] is the representative office of ChildFund Australia."

Corporate donor

- Where a corporate donor has made a large grant towards a project, please include the company logo and refer to the organisation in the text.
- If sponsorship funds are used, please refer to the ChildFund Alliance in the text, and list the names of the relevant Alliance members in the green box. List only those members which contribute sponsorship funds.
- If there is no Alliance support (sponsorship funds or otherwise), change the text in the green box to: "ChildFund [country name] is the representative office of ChildFund Australia."



Company LOGO



ChildFund Vietnam

text in local language text in local language text in local language
text in local language text in local language text in local language
text in local language text in local language text in local language
June 2012

The construction of Tay Phong Commune Health Centre has been funded by Company Name, with support from the ChildFund Alliance, and managed by ChildFund Vietnam.
June 2012

Members of the ChildFund Alliance which supported this project include Barnfonden, ChildFund Australia, ChildFund Deutschland, ChildFund International, ChildFund Ireland, ChildFund Japan, ChildFund Korea, ChildFund New Zealand, Christian Children's Fund of Canada, Educo, and Un Enfant Par La Main

CHILDFUND AUSTRALIA BRAND: SIGNAGE



The image shows a template for a project signage. At the top left is the Australian Aid logo (a kangaroo silhouette on a blue background). To its right is the flag of Vietnam (red with a yellow star). Further right is the ChildFund Vietnam logo. Below these are three lines of placeholder text: "text in local language text in local language text in local language". Underneath is the date "June 2012". A central paragraph reads: "The construction of Tay Phong Commune Health Centre is supported by ChildFund in Vietnam, Bac Kan District Government, Australian Aid and the ChildFund Alliance. June 2012". At the bottom, a green box contains the text: "Members of the ChildFund Alliance which supported this project include Barnfonden, ChildFund Australia, ChildFund Deutschland, ChildFund International, ChildFund Ireland, ChildFund Japan, ChildFund Korea, ChildFund New Zealand, Christian Children's Fund of Canada, Educo, and Un Enfant Par La Main".

Australian government donor

- Include the Australian Aid Identifier (kangaroo logo) in the top left for all Australian government funded projects.
- Do not use the Australian flag to seek recognition, unless the project has a number of international funders and other partners use flags.
- Signage used during the construction phase of a project must include a statement regarding the projected outcome of the project. It is not mandatory to use signage during construction; a sign following completion is satisfactory.
- No acronyms are to be used on signage.
- If sponsorship funds are used, please refer to the ChildFund Alliance in the text, and list the names of the relevant Alliance members in the green box. List only those members which contribute sponsorship funds.
- If there is no Alliance support (sponsorship funds or otherwise), change the text in the green box to: "ChildFund [country name] is the representative office of ChildFund Australia."



A water and sanitation project in Vietnam, funded by the Australian Government

Clothing which includes the logo of ChildFund Australia, or our country offices, identifies our staff to children, communities, donors and partners.

ChildFund T-shirts should only be black, white or the primary brand colour (dark green: Pantone 348). The logo on the front should only appear in the agreed colours.

The “ChildFund, for children” logo is being phased out. Instead, our position statement “Because every child needs a childhood” can be used on the reverse side of clothing, along with the website www.childfund.org.au

In country offices, T-shirts in the agreed brand colours (black, white or dark green) should only be made available to staff and approved ChildFund volunteers, such as sponsorship volunteers,

community development committee representatives, or village health workers.

There may be some occasions where a group of community members are provided with alternative ChildFund-branded clothing when taking part in advocacy activities, such as World Water Day. In these instances, clothing should include text that makes it clear that those wearing our logo are taking part in a specific ChildFund-supported event.

In addition, the ChildFund logo can be used on clothing provided to children in communities, such as winter jackets or hats.



The ChildFund team in Cambodia

Video materials should adopt a consistent design, to reinforce our brand and identity.

Opening scene

All videos must include the ChildFund logo at the top or bottom right-hand corner (can fade in/fade out but must remain on screen for at least 3-5 seconds).

Use the generic ChildFund logo for any video which is primarily for awareness-raising or media purposes.

Use the ChildFund Australia logo for any video which includes a donation ask (so it is clear which ChildFund member has launched the appeal).

Subtitles

All subtitles should appear at the bottom of the screen. Use Calibri font in white.

Text to appear on semi-opaque black strip. Opacity can change depending on footage colours.

Descriptive text

Text used to tell the story should appear in Calibri or Economica.

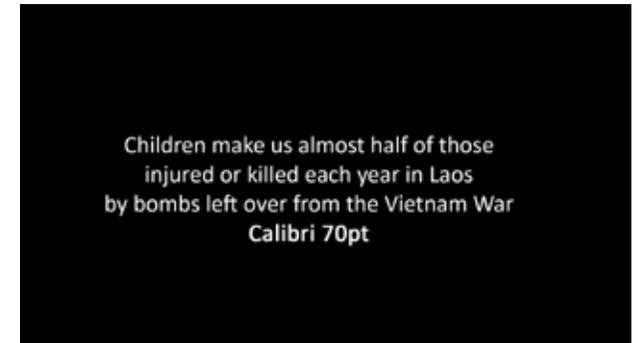
End titles

All videos should close with the ChildFund logo in white on a black background, on screen for a minimum of 3-5 seconds.

The ChildFund Australia or ChildFund [no country] name logos can be used. See above. Videos which include a fundraising ask must include the web address of the donation page.

Videos which have an awareness-raising objective should include the relevant web address or campaign hashtag.

Use Calibri font for text in endtitles, appearing in white on black.



Text board



Subtitles



End title

Style guides are used to give our programs and campaigns an individual look and feel, while still reflecting the overarching ChildFund Australia brand.

Some of ChildFund Australia's programs and campaigns have their own individual identity (eg, Global Community, Pass it Back, MentorMe Auction, ChildFund's Big Ask).

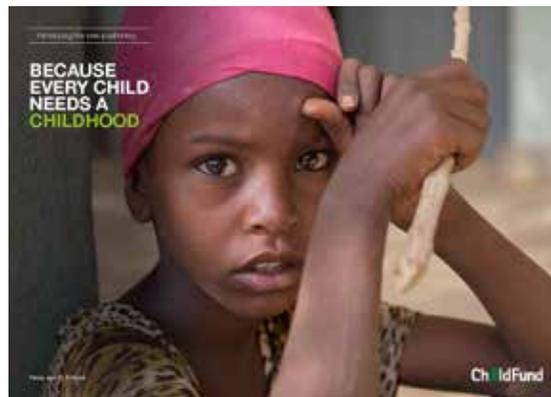
This means they have personalised features and visual elements. For instance, Global Community is known for its handwritten font, the MentorMe Auction has its own logo, Pass it Back has its own website and social media presence, and the Childhood campaign has its own manifesto.

In some instances, we have Style Guides available which define the look and feel for that program, while still complying with the rules established for our organisational brand, ChildFund Australia.

These style guides can be referred to when developing materials specifically for those campaigns or programs.



[Global Community Style Guide](#)



[Childhood Campaign Style Guide](#)



[Pass it Back Branding & Media Guidelines](#)

Recognising the support of the Australian Aid program is mandatory for any ChildFund project which benefits from Australian government funding.

The Australian Government's Department of Foreign Affairs and Trade has its own brand guidelines which must be adhered to by NGOs.

- When describing Australian government accreditation, use: *"ChildFund Australia is fully accredited by the Department of Foreign Affairs and Trade which manages the Australian Government's overseas aid program."*

- When a text-based acknowledgment is required, similar text to: *"This program, managed by ChildFund, is funded by the Australian Government."* OR *"This initiative is an Australian aid project, funded by the Australian Department of Foreign Affairs and Trade."*

Australia: logo usage

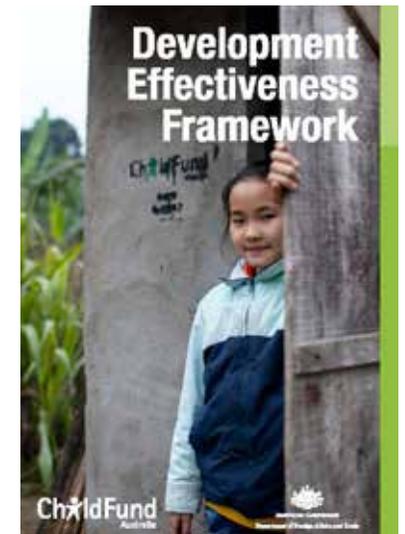
- Only the DFAT crest logo should be used for items requiring government branding in Australia. The Australian Aid identifier is only to be used overseas.



Australian Aid identifier: primary logo



Australian Aid Identifier: secondary logos



Australian publication

AUSTRALIAN GOVERNMENT BRANDING

Country offices: communications & marketing materials

- The Australian Aid identifier and DFAT crest logo must be used on printed materials (eg, books, brochures, invitations) and the opening screens of electronic presentations (eg powerpoint, DVDs, videos).
- Use the Australian Aid Identifier primary logo (blue) where possible; either version of the DFAT crest logo can be used.
- Australian government logos should be prominent, but do not have to be in a particular position.
- The ChildFund logo can appear alongside government logos, as well as partner logos.

Country offices: projects

- Where the Australian government has provided funding for a school, acknowledge this in a plaque or other signage, but not on every chair, desk and book.
- Only the Australian Aid identifier should be used for project signage (see examples in ChildFund Australia Brand: Signage).

DO NOT USE KANGAROO/CREST LOGO:

- in any job advertisements.
- on merchandise (eg, mugs, pens).
- on any clothing items, such as T-shirts, jackets or singlets.
- on organisational stationery.

DFAT crest: stacked



DFAT crest: strip



Australian Aid branding at a Pass It Back event