



# ChildFund

Alliance

# Brand Guidelines

July 2020



ChildFund Alliance is a global network of 11 child-focused development organizations working in more than 60 countries to create opportunities for children and youth, their families and communities. The members of ChildFund Alliance are:

- ChildFund Australia
- ChildFund Deutschland (Germany)
- ChildFund International (USA)
- ChildFund Ireland
- ChildFund Japan
- ChildFund Korea
- ChildFund New Zealand
- Barnfonden (Sweden)
- Children Believe (Canada)
- Educo (Spain)
- Un Enfant par la Main (France)

The Communications and Marketing Committee, in coordination with the Alliance Identity & Value Proposition Working Group, reviewed and updated these guidelines and the CEO Forum and Board approved them in June 2020.

ChildFund Alliance  
545 Fifth Avenue, Suite 1402, New York, NY 10017  
+1.212.697.0859  
info@childfundalliance.org  
[www.childfundalliance.org](http://www.childfundalliance.org)

# Contents

- 1 Introduction to the Standards**
- 1 Usage Requirements: name and logo**
- 1 ChildFund Brand**
- 3 Compliance**
- 4 Vision, Mission & Descriptor**
- 5 Color Palette**
- 6 ChildFund Logo**
- 9 Brand Collateral**
- 10 Design Elements: typography, photos and footage**

## Introduction to the Standards

This manual describes the standards members of ChildFund Alliance must follow in order to achieve a consistent, unified brand for ChildFund. Consistent expression and use of ChildFund, including use of the logo and name, will increase awareness of the global brand.

If you encounter a situation or application not covered in this guide, please check with the Communications and Marketing Committee (CMC) co-chairs, Robert Doole (RDoole@childfund.org) and Sandra Upeslecis (supeslecis@Childrenbelieve.ca) or Lisa MacSpadden, Strategic Communications Advisor at the ChildFund Alliance Secretariat ([lmacspadden@childfundalliance.org](mailto:lmacspadden@childfundalliance.org)).

## Usage Requirements for Name and Logo

### A Unified Image

To promote public awareness of ChildFund and the needs of children worldwide, our global Alliance must present a recognizable and trusted brand image. Building public awareness of our work and reach will ultimately enable ChildFund Alliance members to fulfil their primary mission of assisting children and families living in poverty, and protecting children from violence and exploitation.

We will build brand awareness by consistently using the ChildFund brand or co-branding. Examples of using the ChildFund brand name include emergency responses, advocacy, and press releases. The Secretariat will promptly address issues of non-compliance, when a member brings a case of non-compliance to its attention (see page 5 on non-compliance).

The name 'ChildFund' and all related iterations (for example, 'ChildFund Vietnam') are the intellectual property of ChildFund Alliance, not the member organizations. Related ChildFund Alliance web addresses (URLs) are also the property of ChildFund Alliance. As such, when a ChildFund member leaves the ChildFund Alliance, the member may not keep the ChildFund name, as outlined in the Members Agreement.

### Our Identity

ChildFund Alliance is a global network of 11 child-focused development organizations working to create opportunities for children and youth, their families and communities. We help nearly 16 million children and their families in more than 60 countries by working to end violence and exploitation against children and to overcome poverty and the underlying conditions that prevent children from achieving their full potential. We operate in partnership with children and their communities to create lasting change, and the participation of children themselves is a key component of our approach. ChildFund Alliance assures the highest standards in program work, governance, fundraising, and financial management.

## ChildFund Brand

1. The global brand is ChildFund.
2. The descriptor for the global network is ChildFund Alliance.
3. ChildFund member organizations have three name / logo options:
  - ChildFund

- ChildFund + country name
  - Name + Member of ChildFund Alliance
4. Current members that do not have, or did not adopt, the ChildFund name, can co-brand using a combination of their own logo and placement of the statement: “Member of ChildFund Alliance.”
  5. Do not abbreviate ChildFund (e.g., CF or CFA). Our goal is to build brand awareness, and opportunities are lost any time members reference the name by its initials.
  6. The ChildFund logo must be consistently expressed through its wordmark, which includes the green child as the letter “i” in child.
  7. ChildFund’s primary color is ChildFund green (pantone 348).
  8. The ChildFund logo can only be used in white, black (including a gray scale), or the standard green and black.

### Required Co-branding

Alliance members currently not branded as ChildFund are not required to rebrand to ChildFund. When and if a non-ChildFund branded member chooses to rebrand their organization, they must however, rebrand to ChildFund or ChildFund + country name at the time they rebrand.

Existing member organizations that do not adopt the ChildFund brand will acknowledge their affiliation with ChildFund Alliance by identifying themselves as: “Member of ChildFund Alliance.” Members can choose to incorporate the statement “Member of ChildFund Alliance” into their own logo, or use the statement separately. If featured separately, the member is to visibly feature the statement “Member of ChildFund Alliance” on organization materials.

The spirit and intention is that, where and when appropriate, ChildFund Alliance members that do not use the ChildFund brand will prominently adopt co-branding.

Members will brand all Alliance-wide activity as ChildFund only. It is then up to non-branded members to use these materials along with their own logo and the statement “Member of ChildFund Alliance.”

By way of example, the press release of a joint effort (by one or more members) will say, “In this new report by ChildFund, young people in 15 countries identified violence as.....” It will not say, “In a new report by Educo, Children Believe, ChildFund International, and Barnfonden, young people...”

This does not apply if one member is responsible for a study/report. For example, a press release about a study undertaken solely by ChildFund Australia would say, “In a new report by ChildFund Australia, young people in 15 countries....” This is to ensure members can get traction in their own countries for their own projects and activities.

### Fundraising and Program Countries

ChildFund branded member organizations, by virtue of the license agreement, are empowered to use the name ChildFund, in combination with a program country office or fundraising country’s name. They may also choose to use ChildFund-only branding in public communication materials (e.g., as was the case in Rugby World Cup). Program country or fundraising offices of non-branded member organizations may co-brand by stating that they are a “Member of ChildFund Alliance.”

## Rebranding to ChildFund

Member organizations that are considering adopting the name ChildFund must consult with the ChildFund Alliance Secretariat and CMC with the ultimate goal of optimizing the ChildFund brand. If a non-ChildFund branded member chooses to rebrand their organization, they must rebrand to ChildFund or ChildFund + country name.

## Compliance

*ChildFund branded members* must review their organizational brand guidelines and ensure that they are compliant with the ChildFund Brand Guidelines.

*Non-ChildFund branded members* must review their organizational brand guidelines and ensure that their co-branding with ChildFund is clear and compliant.

If a ChildFund member's communication piece is not compliant with the ChildFund Brand Guidelines, the following will occur:

1. The member will receive an email detailing how the communication material is in breach of the ChildFund Brand Guidelines. The Secretariat's Strategic Communications Advisor will send the email to the ChildFund member's CMC representative, with a copy to the member's CEO, the ChildFund Alliance Secretary General, and the co-chairs of the CMC.
2. The ChildFund member will respond, either to ask for further clarification or by adapting the communication collateral to ensure it is compliant.
3. If the member does not revise the material(s) to ensure compliance, the ChildFund Alliance Secretary General will send a second notice, copying the member's CEO, and the co-chairs of the CMC.

The CMC co-chairs will log all incidences of non-compliance and outcome(s), and share these with the CEO Forum (in the CMC update), for consideration and action by the CEO Forum. It is not intended that the ChildFund Alliance Secretariat or the CMC to monitor all ChildFund member communications, as this is not feasible.

It is up to all members to uphold the ChildFund Brand Guidelines. Members are encouraged to ask for guidance from the ChildFund Alliance Secretariat and/or the CMC if confused. If members are concerned about non-compliance that they have observed, please contact the ChildFund Alliance Secretariat and/or the CMC.

If after this three-step approach, the member does not revise the material(s) and continues to be non-compliant, the incident will be referred to the Chairman of the ChildFund Alliance Board to lead a Board decision, which may result in sanctions against the member. Any decision will be in line with the Member's Agreement and reflect that the member is not aligned with the Principles of Working Together as One.

## Vision, Mission and Descriptor

The stated vision, mission and descriptor of ChildFund Alliance appear below. Please note, each member can continue to operate under its own vision, mission and values. However, these should closely reflect the core values of ChildFund, in order to maintain a consistent philosophy across the network.

### Vision

A world in which all children enjoy their rights and achieve their full potential.

### Mission

Together with children, we create sustainable solutions that protect and advance their rights and well-being.

### Descriptor

Short version: ChildFund Alliance is a global network of 11 child-focused development organizations working to create opportunities for children and youth, their families and communities. We help nearly 16 million children and their families in more than 60 countries to overcome poverty and the underlying conditions that prevent children from achieving their full potential. We work to end violence against children; provide our expertise in emergencies and disasters to ease the harmful impact on children and their communities; and engage children and youth to create lasting change and elevate their voices in decisions that affect their lives.

Long version: ChildFund launched in 1938, with ChildFund Alliance forming in 2002. The Alliance is a global network of 11 child-focused development organizations working to create opportunities for children and youth, their families and communities. We help nearly 16 million children and their families in more than 60 countries to overcome poverty and the underlying conditions that prevent children from achieving their full potential. We work to end violence against children; provide our expertise in emergencies and disasters to ease the harmful impact on children and their communities; and engage children and youth to create lasting change and elevate their voices in decisions that affect their lives.

We carry out our work within the framework of the Convention on the Rights of the Child and in support of the Sustainable Development Goals that are in Transforming Our World: The 2030 Agenda for Sustainable Development. Each member organization retains its own distinct identity and governance by national boards. ChildFund Alliance holds members accountable to global standards of the highest levels of quality and integrity in programming, finances, fundraising and governance. Our members' collective resources, commitment, innovation, knowledge and expertise are a powerful force to elevate the voices of children to transform lives while uniting to speak out for, with and on behalf of children.

*Note: The descriptor is revised annually based on the numbers gathered in the Consolidated Data Report.*

## Color Palette

Organizations adopting the ChildFund brand must use the primary color of ChildFund green (Pantone 348). Members can use optional secondary colors for other public communications collateral at their discretion, including using tints of approved colors. Members, however, are not permitted to alter the color within the ChildFund logo, which uses the primary color, ChildFund Green.

### Primary color



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

### Optional secondary colors



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



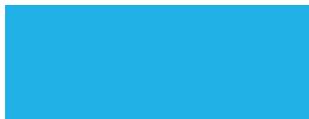
ChildFund mid-green	R: 60	C: 67%
Pantone 2413	G: 195	M: 0%
	B: 135	Y: 53%
		K: 0%



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



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



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

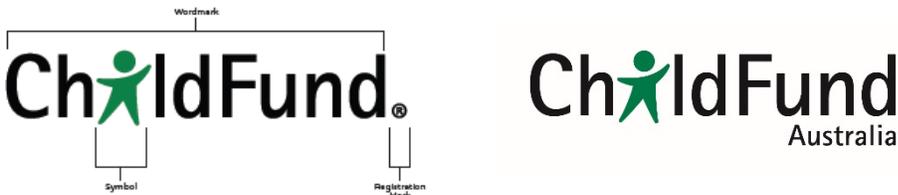


ChildFund orange	R: 254	C: 0%
Pantone 1645	G: 223	M: 63%
	B: 48	Y: 75%
		K: 0%

## Logo

### Components

The ChildFund logo consists of at least two elements: the wordmark and symbol, and in some cases a registration mark. A member may add a locator when it is necessary or desired that the member or a country office differentiate itself from another member, as shown in the ChildFund Australia logo below. All elements must appear together to form the logo. The logo is available in various formats on the Member Only site in the CMC section.



### Exclusion zone

Minimum clear space or an exclusion zone around the logo maintains clarity and allows for clear reproduction, hence maintaining the integrity of the brand, as demonstrated in the ChildFund Alliance logo below. It is determined by the height of the 'n' within the logo. This zone prohibits the use of any other graphic elements appearing within this clear space.



### Logo font and proportions

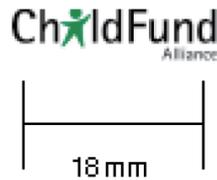
The font used for both the wordmark and locator is Rotis Sanserif Bold. The diagram below illustrates the font height percentages for the wordmark and locator. The locator should be 35% of the wordmark font size. The space between the wordmark and locator should be 4mm.



## Minimum Size

To ensure the best reproduction, do not reproduce the logo any smaller than the minimum size as illustrated below. There are two formats displayed: one for print and the other for online and screen display.

### Print



### Online/screen



## Logo Colors

The ChildFund logo can only be used in white, black (including a gray scale), or the standard green and black. The following examples illustrate acceptable color formats for the logo, which act as alternatives to the full color (e.g., green and black on white background) format.

Reverse on corporate green



Reverse on black



Black



A member can use the logo without the locator. The child symbol can be used on its own, but may only be used in ChildFund green, or in black, or white.



## Unacceptable Usage of the Logo

The following are examples of unacceptable usage of the logo.

- Using non-corporate colors or secondary colors
- Using any color other than green or black for single color print runs
- Skewing or distorting the logo
- Changing the color of the child symbol
- Incorporating the logo in a photographic or colored background if its clarity is compromised.



## Co-branding examples

You must always use ChildFund or ChildFund Alliance in English. The words 'Member of' can be translated, however.



Members using a name that is not ChildFund are strongly encouraged to consider incorporating the child icon into their logos as demonstrated below:



## Brand Collateral: ChildFund

The following are examples of how ChildFund members may use the brand in stationery, signage and online collateral. These styles are not prescriptive, and are only provided here as an illustration of how the brand concepts can appear in public communications.



## Design Elements

Members can use the child symbol on its own and only in set shades of ChildFund green, or in black, gray or white.

## Typography

To help create a clear and consistent brand for ChildFund, and in keeping with the brand's contemporary design, please use sans serif typefaces in body copy. Examples include Frutiger, ITC Avant Garde Gothic, Book, Helvetica Neue, 55 Roman, Trebuchet MS and Verdana. Members will preferably only use serif fonts, such as Times Roman, Palatino and Baskerville, in headlines only, in ChildFund communication materials in order to allow for contrasting with body copy.

These typefaces are suggested examples; however, there are varieties of sans serif and serif fonts available, which ChildFund Alliance members can use. Please be aware that some fonts are not available in all language formats.

The typography guide is for those members that have adopted the ChildFund brand. Members that use a different brand will have their own style guide. It is desirable, but not compulsory, that these members consider application of the suggested typography within their own brand guidelines.

## Photos and Footage

Photographs and video footage of ChildFund sponsored children and their families should encapsulate ChildFund achievements in the field, be respectful of persons and communities, and portray the reality of the regions in which we work. Photos and videos should be engaging and tell a story. Use hi-res, high quality photos and footage and replace old images with newer ones.

The subject matter, in the main, should be the people, local landscape or ChildFund projects in that region. For all images – of children, communities and ChildFund staff – ensure you have followed your organization's internal consent policies and procedures.

To ensure photos and footage reflect ChildFund's fundraising standards, they should contain no material omissions or exaggerations of fact; no use of misleading photographs; and be as current and relevant as possible. Members should keep records, noting who took the photo and the date and location of the photo(s). Members also should pursue best efforts to ensure persons depicted in ChildFund visuals are aware of the potential use of the image, and agree implicitly to that use.