

Introducing the new positioning

**BECAUSE
EVERY CHILD
NEEDS A
CHILDHOOD**

Fatiya, age 10, Ethiopia

ChildFund



3	Who is ChildFund Australia?	9	Manifesto	15	Colour palette
4	Brand values	10	Tone of voice	16	Online ads
5	Brand approach	11	Imagery	17	Stationery
6	The new positioning line	12	Logo treatment		
7	Concept of childhood	14	Campaign typography		

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**.

To fulfil our mission, we work in partnership with children and their communities to create lasting and meaningful change by supporting long-term community development and promoting children's rights.



Compassion and respect for all children

We want every child, regardless of their religion, ethnicity or gender, to be able to say: "I am safe. I am educated. I am heard. I have a future."

Commitment to the highest standards of integrity

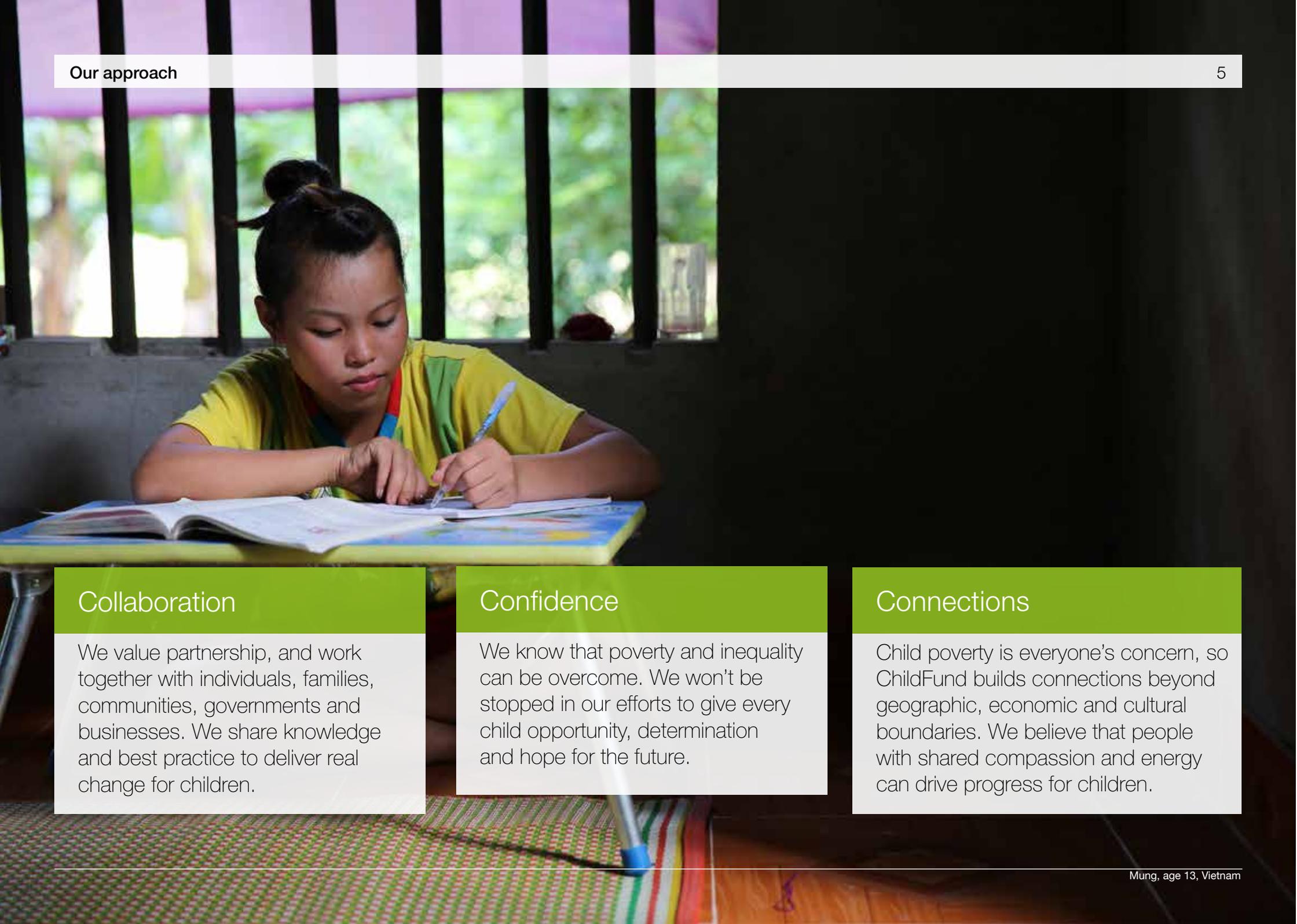
We monitor and evaluate the long-term impact of our work in communities, and abide by the highest levels of financial accountability to deliver effective and transformational programs for children.

Protecting and promoting the rights of children

Children's rights to health, education, protection and participation must be safeguarded. We are committed to ensuring these rights are not only understood, but upheld around the world.

Ensuring children survive and thrive

Working in close partnership with families, we implement strategies to ensure children survive the vulnerable years of infancy, and thrive during their childhood and beyond. We help communities to care for future generations of children.



Collaboration

We value partnership, and work together with individuals, families, communities, governments and businesses. We share knowledge and best practice to deliver real change for children.

Confidence

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.

Connections

Child poverty is everyone's concern, so ChildFund builds connections beyond geographic, economic and cultural boundaries. We believe that people with shared compassion and energy can drive progress for children.

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The concept of childhood is stronger than a thousand stories. Why?

Because it conjures up a personal and emotive memory in each and every one of us.

Because it's something precious that passes all too quickly.

Because it's something that traverses borders, religions, customs and cultures.

Because it's something that every child, everywhere, should be entitled to.

Because it's something sacrosanct that we wholeheartedly believe in.

Because it's something we will spend all of our efforts protecting and fighting for.

Because the experiences of a childhood last a lifetime.



Every child needs a childhood. But not all childhoods are the same.

Too many children don't survive childhood.

Too many children endure a childhood scarred by poverty, where their basic human rights are ignored.

Too many children experience a childhood marred by violence and fear.

Too many children experience a childhood where education ends too early, and work begins too soon.

Too many children experience a childhood where they are not respected or listened to.

But when a child is nurtured, protected, and given opportunities ...

When a child feels safe, encouraged, and valued ...

When a child is free to learn and to play ...

Then the potential of that child can be realised.

That child will make a vital contribution to their family, community and society.

And when that child reaches adulthood, they can nurture the childhoods that follow.

Childhood has a deadline. It's a formative period where experience and conditions determine a child's present, and set the course for their future. We must do all in our power to ensure that every child can survive and thrive.

Because every child needs a childhood.

Tone of voice is crucial to our new ChildFund positioning around childhood. Through emotional storytelling, we promote ChildFund's beliefs and values with language that persuades, and ultimately drives donations. These pillars will help.

Care

Adopt a caring, empathetic tone when discussing case studies and the plight of the children we're referencing. Never forget the human face of what we are doing. Speak to the individual stories rather than the collective experience, to increase empathy in our readers.

Strive to be better

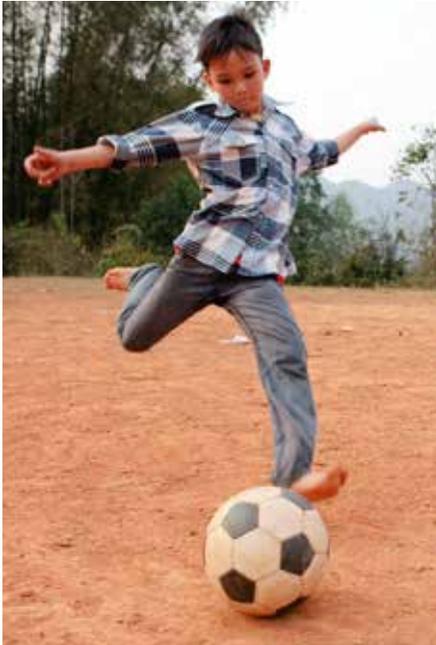
We work in an increasingly saturated market. People are becoming more inundated with charity messages. So we have to fight for every win, every reaction and every donation. Be persuasive, be unexpected, and be different wherever possible. If it sounds similar to other charity work, try again.

Be authentic and honest

We need to invoke reaction and drive action. To do this we can't be impassive and clinical. The case studies and stories we collect need to be told with passion and truth. Never oversell, but be mindful to not undersell the stories entrusted to us.

Remain optimistic

Our brand belief of confidence and hope has to be evident in all that we write. Each piece, no matter the content, should always contain a hopeful end message, a positive affirmation or outcome based on the effects of what we're achieving.



Look for

Primary imagery that tells a story.
 A full-bleed image or action shot that brings our message to life.
 Focus on the emotion of the shot with special attention to faces and eyes.

Avoid

Images without a central point.
 Images with too many figures.
 Badly cropped images.



Clockwise from top: Ei Ei, age 13, Myanmar; Malco, age 7, Papua New Guinea; Hoekyaw, age 2, Myanmar; Thith, age 12, Laos; Socheet, age 16, Cambodia; Duong, age 11, Vietnam



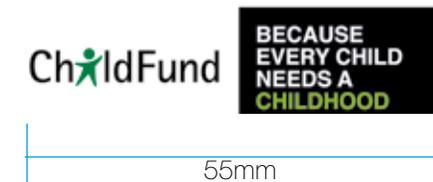
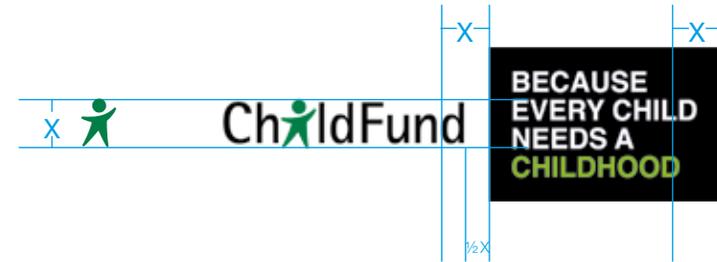
ChildFund logo with tagline: primary colour



ChildFund logo with tagline: secondary colour



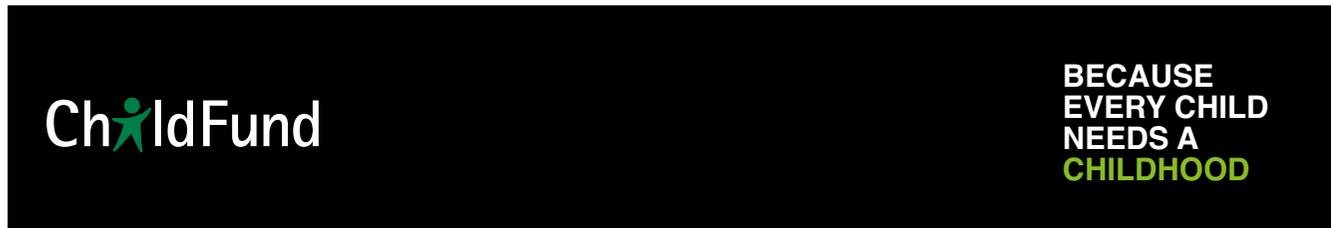
ChildFund logo with tagline: mono



Minimum size

Minimum size: To ensure the best reproduction, do not reproduce the logo any smaller than the minimum size as illustrated.

Banner logos: Uses on posters or advertising.



Primary Banner: ChildFund logo with tagline



Secondary Banner: ChildFund logo with tagline



What's in a childhood?

- Memories
- Feeling warm and safe
- The wide-eyed amazement
- Of first steps and first friends
- Exciting minds and discovered worlds
- Outdoor adventures and play
- Growing tall and finding a voice
- A feeling of love and being loved
- Life's early lessons
- Doors opened
- Dreams encouraged
- The seeds of who we are
- And who we will become.

For brand material and print work the recommended typeface is Helvetica Neue.
Arial can be used for internal collateral or online.

Helvetica Neue Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

The Light Green is used to highlight the word 'childhood' in the tagline.



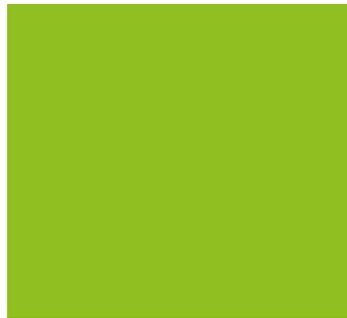
ChildFund Green

RGB R0 G122 B69

CMYK C100 M0 Y85 K24

HEX

Pantone 348



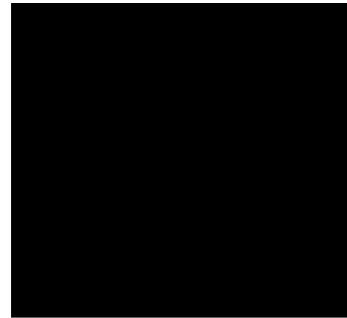
ChildFund Light Green

RGB R127 G186 B0

CMYK C52 M0 Y100 K0

HEX # 84bd00

Pantone 376

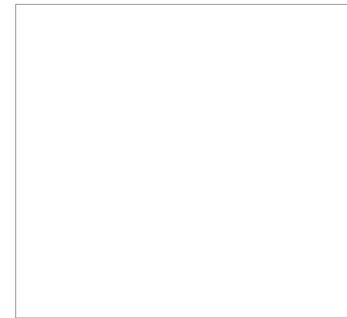


Rich Black

RGB R0 G0 B0

CMYK C20 M0 Y0 K100

HEX #000000



White

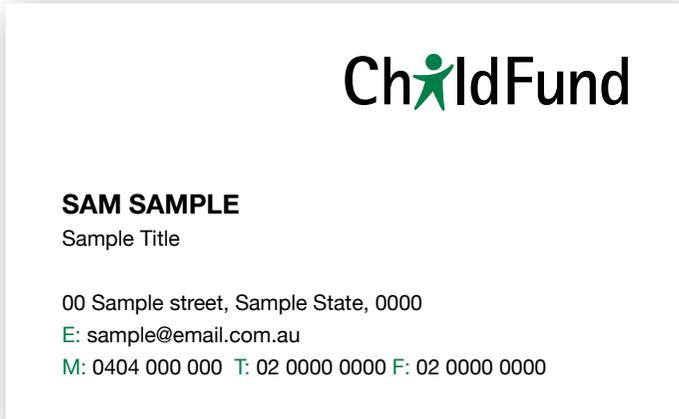
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CMYK C0 M0 Y0 K0

HEX #ffffff



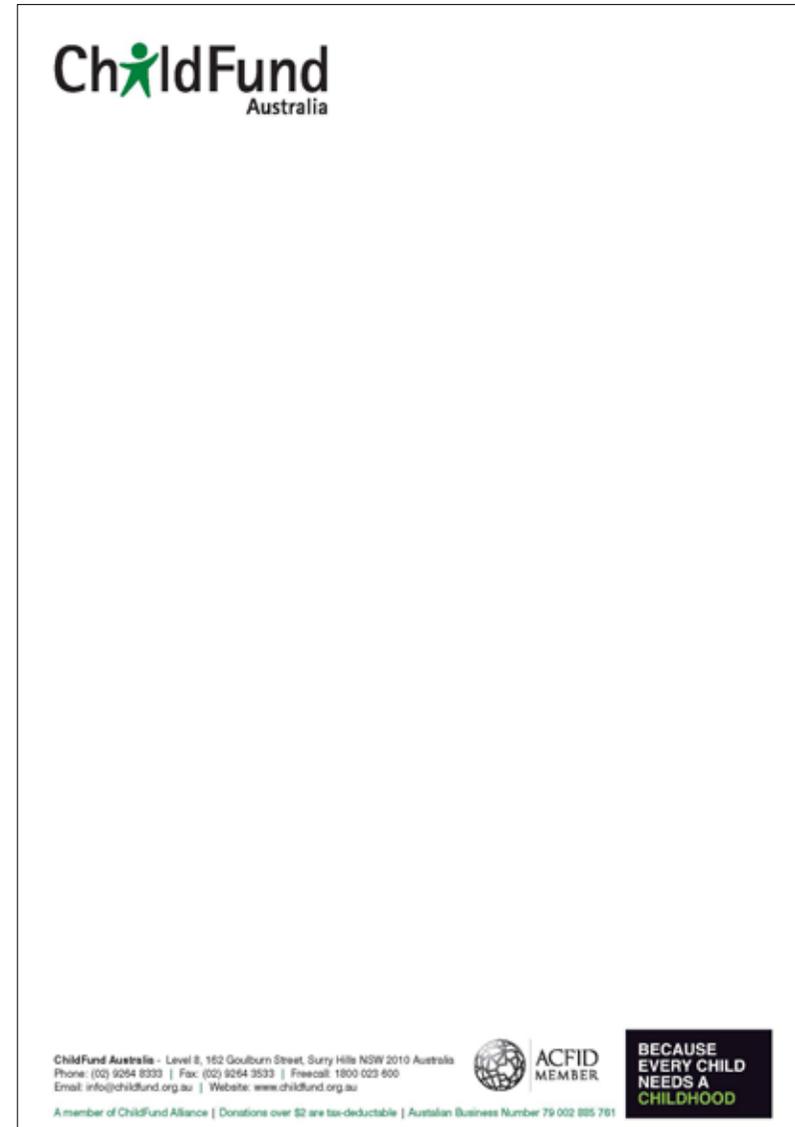
End frames



Business card – front



Business card – back



Letterhead