

# Brand Guidelines

February 2024



ChildFund<sup>®</sup>  
Alliance



ChildFund Alliance is a global network of 11 child-focused development and humanitarian organizations reaching nearly 36 million children and family members in 70 countries. Our members work to end violence and exploitation against children; provide expertise in emergencies and disasters to ease the harmful impact on children and their communities; and engage children, families and communities to create lasting change. Our commitment, resources, innovation and expertise serve as a powerful force to help children and families around the world transform their lives.

## **Members of ChildFund Alliance**

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

Updated by the ChildFund Alliance Secretariat and the Communications and Marketing Committee (approved by the CEO Forum February 2024).

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## Introduction to the Standards

This manual describes the standards that members of ChildFund Alliance agree to follow in order to achieve a consistent, unified brand for ChildFund. Consistent expression and use of the ChildFund brand, including use of the logo and name, will increase awareness of the global brand. If you encounter a situation not covered in this guide, please check with the Communications and Marketing Committee (CMC) co-chairs, Robert Doole (RDoole@childfund.org) and Corinne Habel (chabel@childfund.org.au) or Lisa MacSpadden, Director of Strategy & Engagement at ChildFund Alliance ([lmacspadden@childfundalliance.org](mailto:lmacspadden@childfundalliance.org)).

## Our Identity

ChildFund Alliance is a global network of 11 child-focused development and humanitarian organizations reaching nearly 36 million children and family members in 70 countries. Members work to end violence and exploitation against children; provide expertise in emergencies and disasters to ease the harmful impact on children and their communities; and engage children, families and communities to create lasting change. Our commitment, resources, innovation and expertise serve as a powerful force to help children and families around the world transform their lives. ChildFund operates 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.

## 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 can build brand awareness by consistently and correctly using the ChildFund brand or co-branding. When members collectively engage in emergency responses, advocacy, fundraising, and joint campaigns, we have an opportunity to promote this work under the auspices of the Alliance-wide ChildFund network. Per our Alliance's approved Principles of Working Together as One, we can increase our impact when we work together as a unified force. More specifically, as stated in Principle 6, "...we see our combined greater strength when working together as one, as evidenced by honoring consistent messaging and brand guidelines for ChildFund."

## Usage Requirements of ChildFund Brand

1. The global brand is ChildFund.
2. The descriptor for the global network is ChildFund Alliance.
3. Member organizations can brand as:
  - ChildFund
  - ChildFund + locator (e.g., ChildFund International)
  - ChildFund + country name (e.g., ChildFund Japan)
  - Name + Member of ChildFund Alliance (e.g., Un Enfant par la Main, Member of ChildFund Alliance)

4. Do not abbreviate ChildFund (e.g., CF or CFA). Our goal is to build brand awareness, and opportunities are lost when members reference the name by its initials.
5. The ChildFund logo must be consistently expressed through its wordmark, which includes the green child as the letter “i” in child (see page 10 for logo usage regulations).
6. ChildFund’s primary color is ChildFund green (pantone 348, page 9).
7. The ChildFund logo can only be used in white, black (including a gray scale), or the standard green and black (page 11).

## Co-branding

Alliance members currently not branded as ChildFund are not required to rebrand to ChildFund. However, **if a non-ChildFund branded member chooses to rebrand their organization, they agree to adopt the ChildFund + country name**, and to consult with the CMC and the Alliance Secretariat during the rebranding process.

Non-ChildFund branded members agree to acknowledge their affiliation with ChildFund Alliance by identifying themselves as a “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 agrees to feature the statement “Member of ChildFund Alliance” visibly on organization materials. **The spirit and intention is that ChildFund Alliance members that do not use the ChildFund brand will always prominently adopt co-branding through use of the *Member of ChildFund Alliance* tagline.**

Alliance-wide reports and deliverables that are collaboratively prepared by multiple members (e.g., reports such as the Children on the Move donor brief and humanitarian response plans) will feature the ChildFund Alliance logo, and will reference member activities as the work of ChildFund. By way of example, the COVID-19 results report *Forward Strong*, uses ChildFund Alliance branding (descriptor, logo, copyright). Language in the report refers to ChildFund when referencing deliverables and achievements of the collective.



**ChildFund reached more than 6.8 million children and family members and directed more than \$100 million dollars to COVID-19 relief efforts during the first year of the pandemic.**

The COVID-19 pandemic has been an undeniable reminder of how interconnected people are across the globe. The virus has known no boundaries—reaching all ethnicities, social strata, and ages. In more than a year and a half since its outbreak, it has resulted in economic ruin and large-scale illness and loss of life.

Members are always able to promote their own activities using their own branding. 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 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." If using the ChildFund brand without a locator or country name, the member is asked to take steps to ensure it is clear they are referencing the individual member and not the collective membership. This is in keeping with the spirit of consistently and correctly using the ChildFund brand or co-branding.

## Use of the ChildFund Alliance Brand & Logo

During development of the Alliance's FY22-25 Strategic Plan, leadership across the Alliance agreed members need concise principles and clear brand guidelines on how we frame collaborative initiatives under the ChildFund banner (*see Value Proposition and Identity Paper*). This continues to be increasingly relevant as new members and new staff join ChildFund Alliance.

Fundamental to *Our Principles of Working Together as One* is the belief that we are at our best when we work together as one. Our voices and actions—whether it be in advocating for children, delivering services and programmatic activities, or seeking to raise funds—will be amplified exponentially when we are fully aligned. Whether it be through reports, emergency response plans, fundraising appeals, events, or other—Alliance-wide branding supports our goal of increasing awareness of ChildFund activities and having a greater impact on the lives of those we support.

As the name 'ChildFund' and all related iterations are the intellectual property of ChildFund Alliance, and not the member organizations, responsibility for use of the ChildFund Alliance brand falls to ChildFund Alliance's Secretariat. As such, use of the brand and logo requires sign-off by the Secretariat, prior to use, to ensure deliverables bearing Alliance-wide branding are accurate and duly representative of the collective membership. With this in mind, members agree to:

- Provide the Secretariat with a few working days to review and comment on **non-urgent materials** (e.g., longer policy briefs, advocacy papers). The Secretariat will add the Alliance branding following review of the material(s) and/or will contact the member should there be any concerns about using the Alliance-wide branding.
- The Secretariat will continue to provide **immediate review of time sensitive materials**. Members can distribute their own branding while seeking Alliance-wide support. The Secretariat can add Alliance branding to subsequent versions of the materials prior to further distribution.

## Compliance

As noted, 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 Alliance, the member may NOT keep the ChildFund name (per the Member Agreement). In keeping with the spirit and intent of Working Together as One:

- *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 changes its brand/logo*, the member agrees to share the logo with the Secretariat and the CMC co-chairs prior to unveiling it publicly. This will help maintain a unified ChildFund image.

If a ChildFund member's communication piece is not compliant with the ChildFund Brand Guidelines, the Secretariat's Director of Strategy & Engagement (or the Secretariat's CMC representative, if other than the Director) will send an email to the member's CMC representative, with a copy to the CMC co-chairs. If a second notification is necessary, the Director will copy the Secretary General and member's CEO. It is up to all members to uphold the spirit and intent of the ChildFund Brand Guidelines.

If the member remains non-compliant, the Secretariat may refer the incident to the Chair of the ChildFund Alliance Board of Directors for possible sanctions.

Members are encouraged to ask for guidance from the ChildFund Alliance Secretariat and/or the CMC if confused. If members are concerned about any non-compliance they have observed, please contact the ChildFund Alliance Secretariat and/or the CMC.

## Vision, Mission and Descriptor

The ChildFund vision, mission and descriptor are 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

ChildFund Alliance is a global network of 11 child-focused development and humanitarian organizations reaching nearly 36 million children and families in 70 countries. 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, families, and communities to create lasting change. Our commitment, resources, innovation and expertise serve as a powerful force to help children and families around the world transform their lives.

#### Longer version:

ChildFund launched in 1938, with ChildFund Alliance forming in 2002. The Alliance is a global network of 11 child-focused development and humanitarian organizations working to create opportunities for children and youth, their families and communities. We help nearly 36 million children and families in 70 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 and expertise are a powerful force to help elevate the voices of children to transform their lives. Together, we stand united with 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%

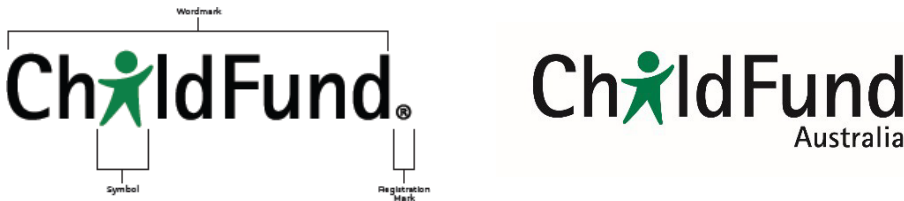


ChildFund orange	R: 254	C: 0%
Pantone 1645	G: 223	M: 63%
	B: 48	Y: 75%
		K: 0%

# 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

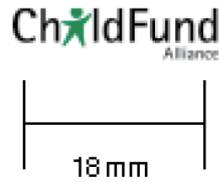
The font used for both the wordmark and locator is Rotis Sanserif Bold. The diagram below illustrates the font height percentages for the wordmark and locator. The locator should be 35% of the wordmark font size. The space between the wordmark and locator should be 4mm.



## 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
- Compromising the clarity of the logo if using it in a photographic or colored background.



The logo can only appear on a photographic or coloured background if its clarity is not compromised.



## Co-branding examples

ChildFund or ChildFund Alliance must be presented 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.



## 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**

All photos and videos of children, their families, and other stakeholders should encapsulate ChildFund achievements in the field, be respectful of persons and communities, and portray the reality of the regions in which we work. When captioning photos, be mindful of power dynamics and be sure to acknowledge the participants' agency.

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 that 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 imagery; 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 secure and appropriately maintain signed consent forms from those who are depicted in ChildFund visuals and stories, that explain the potential use of the materials.

### **Tone of Messaging Across Distribution Channels**

The tone of voice used in all communications should be empowering, compassionate, and respectful of the child's dignity. This applies to all communication methods, including reports, website language, print materials, social media content, etc. The goal is to ensure consistency and coherence in messaging and visual identity.



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