



The

ChildFund Brand Guide

photo by Jake Lyell

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ChildFund®

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Your Brand Guide

All of us at ChildFund play a part in bringing our brand to life, in both communicating it and living it. Be aware that this guide will evolve along the way. Please visit the Brand Center on SharePoint for all your brand tools and needs. Your brand subject matter experts include your country office communications officers, your regions' regional communications managers, and the IO brand team at brand@ChildFund.org



The ChildFund Brand

What Do We Mean by Brand?

A brand is a customer's relationship with a business, grounded in memory equity and trust. It is a carefully curated and consistent representation of an organization. Successful branding helps people grow familiar with you and come to know you as the place they want to be for what they want to do.

For our audiences to see us this way, ChildFund's "brand" has to mean more than the combination of logos, colors, fonts, images and words we use to communicate our message.

Of course, it is critical to combine elements of our brand consistently and with care to create a clear and cohesive global identity that reinforces familiarity and trust. When we consistently apply the brand in telling our story, we shine a light on our impact and inspire our audiences to join us in fulfilling our mission (and theirs) for children.

But to achieve true cohesiveness, our brand needs something to hold all of this together — and to hold all of *us* together. It needs a heart.

ChildFund's brand flows from something that has always been true of us. We are fortunate in that this most basic principle is also a force that drives all we are, all we do and for whom.

The heart of ChildFund's brand is connection.



photo by Jake Lyell

The ChildFund Brand

Our Brand Pillars

ChildFund’s brand pillars build on each other starting with our identity, which ties together all we do to fulfill our purpose and, in turn, how we communicate our impact.

Our identity is rooted in connection.

We create, reinforce and sustain connections in many ways, from the one-to-one sponsorship relationship to the child’s bonds within their family and community and with donors, systems, services, governments and more.

Our purpose is ensuring that children grow up healthy, educated, skilled and — for all the rest to come true — safe.

This is why we are here, why we make all of these connections. And we do so with a special focus on child protection because violence, abuse, neglect and exploitation are forces that break the connections a child depends on — and can shatter her development in an instant.

Our communications leverage the power of stories.

A child’s experience is the measure of our impact that is most meaningful to our primary supporters. Where larger social change is the story, the child’s experience humanizes the numbers.

In Bolivia, at a ChildFund-supported community mapping session, 20-year-old **Fanny** points out one of the danger zones the group identified in her neighborhood.

photo by Jake Lyell



The ChildFund Brand

Why Connection?

Connection has always been at the heart of how ChildFund serves children.

ChildFund began by connecting caring individuals— those who want most to help — with the children who need help the most, and we continue to do so. We have fostered hundreds of thousands of these sponsor-and-child relationships since our founding.

Those long-term connections support and inspire many other kinds of connections: We help strengthen ties within children’s families, between children and other children, and between children and others in their communities. We sustain our connections with communities over time, partnering with community-based organizations as they take on the work of their communities’ development. We build or reinforce links between children and the systems and services they need to access education, health, nutrition, economic opportunity and safety. We connect with institutional donors and socially responsible corporate actors to leverage their resources to promote children’s rights and interests ... and more.

We believe that people are wired to connect. We believe that healthy connections help everyone and that damaged or broken connections hurt everyone, especially the most vulnerable — children.

To live these beliefs is to live the ChildFund brand.

Vision, Mission, Values and Descriptor

Our Vision

A world in which every child realizes their rights and achieves their potential.

Our Mission

HELP deprived, excluded and vulnerable children have the capacity to improve their lives and the opportunity to become young adults, parents and leaders who bring lasting and positive change in their communities.

PROMOTE societies whose individuals and institutions participate in valuing, protecting and advancing the worth and rights of children.

ENRICH supporters' lives through their support of our cause.

Our Values

- Promoting positive outcomes for children.
- Demonstrating integrity, openness and honesty, including stewardship of all resources.
- Upholding the respect and value of the individual.
- Championing diversity of thought and experience.
- Fostering challenge and innovation.
- Connecting and collaborating proactively.



photo by Jake Lyell

Vision, Mission, Values and Descriptor

On Dignity

“The saddest thing in the world is not poverty per se; it is the loss of human dignity.”

— Jonathan Glennie

Our mission, vision and values call upon all of us to uphold the dignity of every participant in our work. Rights, potential, worth, respect, value, diversity of experience — all of these ideas that we hold dear refer to something that belongs to every human being, from richest to poorest: dignity.

As we share any child’s story, we are mindful that it is the child’s story, not ours, and we honor their agency.

As we share any child’s image, we do so in ways that show their strength and capability, even when vulnerability is also obvious.

We do not share any story or image that puts anyone’s dignity at risk. We do not capture stories or images without consent.

We communicate to create empathy, not sympathy.



A health care worker measures the growth of 18-month-old **Ibrae** at a health center in Marsabit County, Kenya.

photo by Jake Lyell

Vision, Mission, Values and Descriptor

Our Descriptor

This is boilerplate text for when you need a brief, general description of ChildFund to share, for example, on press releases or reports, partnership documents, announcements, conference programs, etc. Please note that the participant reach, country and sponsorship numbers must be updated each year. Find the current numbers in the Brand Center, or email brand@ChildFund.org.

ChildFund International works throughout Asia, Africa and the Americas to connect children with what they need to grow up healthy, educated, skilled and safe, no matter where they are. Last year, we reached 13.6 million children and family members in 24 countries. About 200,000 Americans support our work by sponsoring individual children or investing in ChildFund programs.

Find out more at www.ChildFund.org

Longer, More Technical Descriptor

ChildFund International works throughout Asia, Africa and the Americas to connect children with the people, resources and institutions they need to grow up healthy, educated, skilled and safe, wherever they are. Delivered through over 250 local implementing partner organizations, our programs address the underlying conditions that prevent any child or youth from achieving their full potential. We place a special emphasis on child protection throughout our approach because violence, exploitation, abuse and neglect can reverse developmental gains in an instant. Last year, we reached 13.6 million children and family members in 24 countries. About 200,000 Americans support our work by sponsoring individual children or investing in ChildFund programs.

Learn more at www.ChildFund.org

Elevator Speech

ChildFund is a child-focused international development organization that works in 24 countries to connect children with the people, resources and institutions they need to grow up healthy, educated, skilled and safe, no matter where they are.

Stripped-Down Elevator Speech

At ChildFund, we work to connect children living in poverty with what they need to achieve their potential.

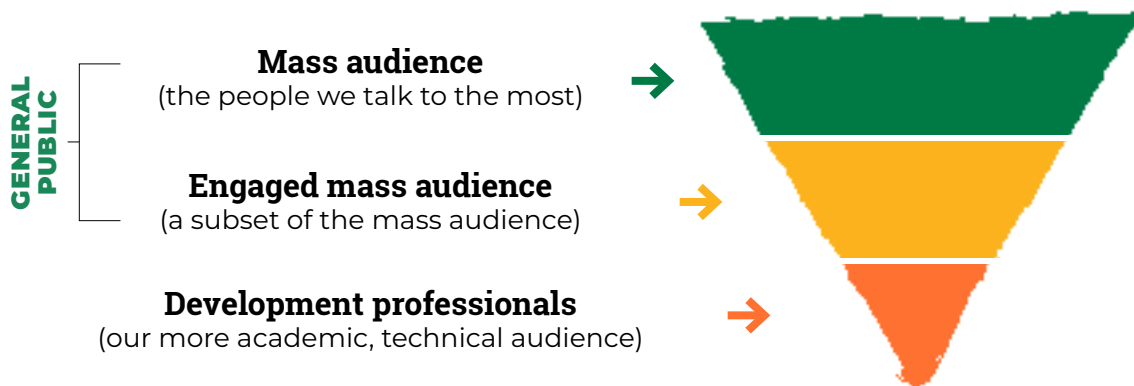
Audience-Relevant Messaging

Everything we say depends on the audience we are saying it to.

For us to be relevant in our communications, we must understand our audiences so that we meet their needs.

Our research has shown us that our primary, “mass” audience is unified less by their demographics or interests and more by their psychographics — their values, which drive them to help because they feel it is the right thing to do.

Our overall audience falls into three categories whose communication needs build on each other along a continuum, from our mass audience to more specialized, technical development professional audiences. Each comes to us with different interests and motivations, which drive their ideas about the quality and quantity of detail they want.



ChildFund’s mass audience is its largest — and the primary target of our most visible channels, including our website.

Audience-Relevant Messaging

Our mass audience comprises sponsors, prospective supporters and the general public based in the U.S. They are ChildFund’s largest and most visible audience, whom we depend on for most of our support.

Our primary, **mass audience** is interested mostly in their connection with a child:

- They are driven by their values.
- They are most interested in how they can make a difference for one child, not for a cause.
- They view their sponsored child much as a parent does, with excitement about milestones large and small.
- They are hopeful and kind. They help others with no expectation of anything in return.
- Even though they are of modest means, they feel fortunate, and they want to share with those who have less.

Why they give: They know they can’t save the world, but they can help one child, and they believe — in their deepest heart — that it makes a difference if and when they do. They see ChildFund as the facilitator of their ability to make this difference for a child. Their giving is an ongoing commitment, not just a gesture.

Some supporters want to know more. ChildFund’s **engaged mass audience**, which is smaller than our mass audience, includes sponsors, prospects and the general public who are interested in *how* organizations like ours help children.

- They are driven by their values and their curiosity.
- They want more context.
- They are interested in understanding how their connection with a child makes a difference, both for the child and for the child’s community.

Why they give: While they cannot save the world, they can help one child save herself, and they know in their heart — and in their intellect — that their support, both emotional and financial, matters. For them, intellectual understanding reinforces their joy and confidence in giving.

Key ideas: Mass audience

Every child is a world of possibilities. You can change a child’s life — and your own.

Key ideas: Engaged mass audience

Maybe you can’t change the world, but you can help one child change her own life. **Learn how.**

Your emotional and financial support add up to more than their parts.

Primary means of communication with mass and engaged mass audiences:

www.ChildFund.org

Direct mail

Our main social media handles

LIVE! Artist events

Sponsorship communications

Audience-Relevant Messaging

ChildFund’s more technical **development professional audience** includes peer organizations, institutional donors, foundations, policy makers, corporations, government actors, international development professionals, journalists and others.

Why they give: ChildFund is a trusted partner in achieving social change for children.

Key ideas: Development professional audience

ChildFund uses a holistic, evidence-based approach to help communities create the conditions a child needs in order to achieve her potential.

Primary means of communicating with development professional audiences:

Reports

Conferences and panels

Targeted social media

Academic publications

www.ChildFund.org (one layer inside)

Trained through the Conrad Hilton Foundation-funded Nitunze project in Kenya, community health volunteer Roselinda (left) coaches Roslyn on her role in 3-year-old daughter **Rose’s** development.

photo by Jake Lyell



Key Brand Standards

Applying ChildFund's Brand

To unify ChildFund's voice across our communications, we apply three primary style standards. The first standard applies consistently across all of our communications; the second and third standards, however, are applied differently for different audiences.

1. Focus on one child.

We singularize our messaging and storytelling through verbal and visual cues to reinforce our focus on the individual child's experience, to show what the impact of our work in their community looks like for them. We highlight the particular child and the individual relationship rather than generalizing about children or highlighting big issues and abstractions.

This style applies for all audiences — with adaptations.

Learn more about the single-child focus on pages 13-14.

2. Consistent voice, tailored tone.

Our **voice** is hopeful, joyful and clear, but we adjust our **tone** depending on the audience we are trying to reach.

For all audiences, ChildFund's **voice** stays consistently life-affirming across all communications — authentic, accessible and warm.

While our voice never changes, our **tone** may shift from warm and simple to more academic or technical, as appropriate for the audience.

Learn more about ChildFund's voice and tone in Appendix B, pages 37-38.

Key Brand Standards

3. Every story we tell includes the individual child’s experience.

Because the child is central to everything we do, the child’s experience must always be present in our communications.

This standard adapts for ChildFund’s different audiences.

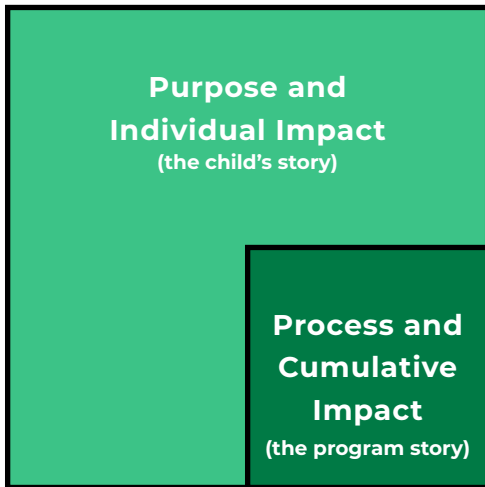
To tell the right story for the right audience, we adjust the balance between head and heart.

Each of our audiences comes to us with different interests and ideas about the quality and quantity of detail they want and need in stories. Some want a snapshot of a child’s day, and some want a deep dive into the technical particulars of how ChildFund facilitates change for children.

All of them welcome a good story — as long as it’s the right story for them.

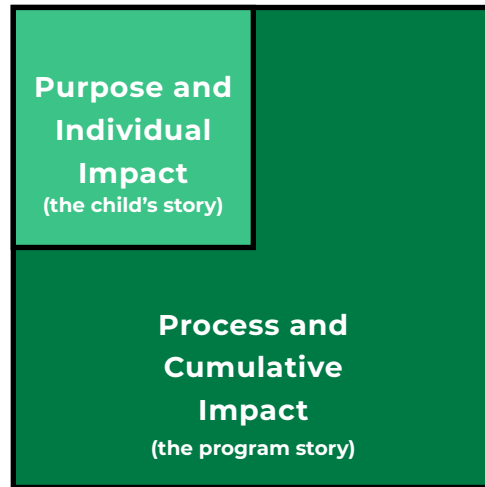
The Right Story for the Audience

The General Public



- Lead with the heart
- **Boil it down** to the relationship

Institutions



- Lead with the head
- **Add it up** to show impact at scale

Learn more about structuring stories in Appendix C, pages 39-41.

The Single-Child Focus Brand Standard – in words

We singularize our messaging wherever possible, using friendly, accessible language. In our storytelling, we emphasize the child’s point of view because a particular child’s experience will resonate with an individual donor far more than any group (like “children,” “children and family members”) or abstract cause (like poverty or “breaking the generational cycle”).

DON'T GROUP AND GENERALIZE	DO SINGULARIZE AND PERSONALIZE
Education is a powerful tool for enabling girls to avoid early marriage	“One day when I was 12, I heard my parents planning to marry me off. I decided to run away to school.” – Rehema, 14, Kenya
Change a childhood, change the world.	You can make a difference for Khadija .
The youngest children need loving caregivers.	A baby needs loving caregivers.
Sponsorship helps ensure that children have access to health care.	Your sponsorship helps ensure that your young friend has the health care she needs.
ChildFund works to disrupt the cycle of poverty .	We work to make life better where Kunal lives .

FAQ

Singularizing

1. If we focus on the single child, what about parents, family, context?

Of course a child’s family and all the people and things that make up his environment are part of that child’s experience. (In fact, in most places where we work, children are rarely alone!) In our storytelling, we first establish the focus on the individual child and then share the world around her.

2. How do we handle pronouns in singularizing our messages?

Singularizing our messaging about children does pose some challenges about pronouns — should we be vigilant to use “he or she” or “he/she”?

Recommendation: Where it makes sense to do so, use either pronoun – he OR she – and change it with each paragraph.

An additional option is the singular “they.” It is OK to say, “Our vision is a world where every child is free to live at **their** fullest potential.” But this option should be used sparingly because many readers find it awkward.

3. What if the single-child focus just does not work in something I really

need to say? Then don’t use it. Here’s an example you’ll see later in this guide: “Children’s needs drive ChildFund’s work.” We couldn’t think of a way to singularize it that made sense, and that’s OK. Sometimes you do have to refer to a whole group.

The Single-Child Focus – in pictures

Just as the central purpose of ChildFund’s storytelling is to help our audiences imagine the child’s world, the central purpose of ChildFund’s visual imagery is to show audiences the child and her world.

To reinforce the importance of the individual child’s experience, then, we cast the individual child as the star of most of our photos, especially in our mass marketing or in the leading portion of extended, multi-component messaging (stories, longer appeals, etc.).

Does this mean that all photos are always of solitary children? **No.**

Does this mean that we don’t show the child’s family, friends, teachers and other people in photos with her? **No.**

What DOES it mean?

It means that we lead with the individual child and then share the world around her.

Here are some examples.

1. The child is alone in the photo, whether it is a portrait shot or a photo showing the child in a larger context.



2. The child is the only child in the photo, but other people are present.



3. The child is the primary person in the photo – he or she stands out from the group.



photos by Jake Lyell

Editorial Style

ChildFund’s baseline style guide is AP Style, the style guide of the Associated Press, and our dictionary of reference is *Merriam-Webster’s Collegiate Dictionary*.

Some signature AP Style protocols

- No serial (or Oxford) commas unless needed for clarity: “red, white and blue” — not “red, white, and blue.”
- Periods at the end of bullet lines in bulleted lists.
- Numbers greater than nine are written as numerals, not words.
- Children’s ages are always written as numerals: She is 6 years old, he is 3 months old, and their grandmother is 93.
- No ordinals in dates: Jan. 1, 2020 — NOT Jan. 1st, 2020.

ChildFund-specific style protocols

- For pauses in text, we use em-dashes — long dashes like this — with spaces around them.
- If you use capitalization in titles or headlines with no closing punctuation, capitalize all words of four or more letters. However, if you use closing punctuation in headlines, capitalize only the first word. Whatever you do, use a consistent approach to capitalization throughout any single communication.
- We italicize the names of longer publications and significant creative works and place quotation marks around shorter pieces: ChildFund LIVE! artist Scott Stapp, best known for his song “With Arms Wide Open,” has just released a new album called *The Space Between the Shadows*.
- We prefer active voice over passive voice unless passive voice is necessary.
Do: The cat ate the mouse. **Don’t:** The mouse was eaten by the cat.
Do: The local partner staff provided training to the group. **Don’t:** The training was provided to the group by the local partner staff.

Capitalization

- OK:** New Tools for Ending Violence Against Children
- OK:** How can we end violence against children?
- NOT OK:** How Can We End Violence Against Children?

Good writing avoids jargon.

Jargon is language that has specific meaning within a particular industry, organization or other context but NOT outside of it.

Some jargon that we encounter at ChildFund is from the field of international development: actors, resources, NGOs, capacity building, empower, beneficiaries, stakeholders and acronyms from MDGs to SDGs and beyond. And some jargon is ChildFund-specific — including “deprived, excluded and vulnerable” (or DEV), life stages (or LS1, LS2 and LS3), etc.

To connect with our audiences, we should adapt our vocabulary to aid understanding. For example, instead of “beneficiaries,” say “children in our programs”; instead of “Life Stage 1,” say “ages 0 to 5.” Even with more technical audiences familiar with jargon, try to opt whenever possible for common terms over buzz words, and define your terms when they are internal to ChildFund.

Framing Ideas Appropriately: Editorial Dos and Don'ts

ChildFund's stated values include honesty and respect, and these apply across everything we do, including how we communicate. The "Don't" list below highlights common misunderstandings, incomplete or inaccurate statements about what we are or what we do, framings that diminish the dignity of the children and families who participate in our programs, and other language to avoid.

DON'T say ...	It is OK to say something like ...	Explanation
ChildFund is a sponsorship organization.	ChildFund is a child-focused development organization. Sponsorship <u>fuels</u> our work and keeps it sustainable ...	It is <i>not false</i> to say that we are a sponsorship organization, but it is too narrow. Keep the focus on what the sponsorship relationship makes possible for children.
ChildFund is a child protection agency.	ChildFund is a child-focused development organization that connects children with the people and resources they need to grow up safe, healthy, educated and skilled. Child protection is woven throughout all of our work because violence, abuse, neglect and exploitation threaten a child's connections to health, learning opportunities and other development.	Although child protection is central to what ChildFund does, it is inaccurate to characterize us as solely a child protection organization. We are much more than that.
ChildFund is a Christian organization. ChildFund shares the word of God with children. ChildFund is evangelical.	While ChildFund is not a faith-based organization, we do believe in the importance of helping others and in treating people the way we would want to be treated – as in the Golden Rule. We also understand that spiritual development is an important part of a child's development, and we honor parents' choices. We officially embrace and support children of all religious, racial and ethnic backgrounds.	ChildFund's messaging should not contain any religious positioning or theme. Our work is funded by individuals of all different faiths, to support children of all different faiths. Our common bond is not a particular religious affiliation but the belief we share in the worth and rights of all children.
ChildFund is about ending child poverty.	ChildFund's aspiration is a world where every child can achieve their potential.	Focus on the child, not on the huge abstraction of poverty. The average donor is most drawn to helping one particular child. Even in communications for development professionals, a child's individual experience reinforces impact.
ChildFund makes the world better, one child at a time.	ChildFund's aspiration is a world where every child can achieve their potential. Every child is a world of possibilities. ChildFund connects children to what they need to achieve those possibilities.	Focus on the child, not on the huge goal of making the world better. Also, while a sponsor typically focuses on an individual child, ChildFund does not work "one child at a time," and we should take care not to suggest that we do.
Thanks for changing the life of a child.	Thanks for changing a child's life.	Try to avoid constructions like "the life of a child," which are unnecessarily formal and thus awkward.

Framing Ideas Appropriately: Editorial Dos and Don'ts

DON'T say ...	It is OK to say something like ...	Explanation
ChildFund is driven by analytics.	Children's needs drive ChildFund's work. Our approach is grounded in evidence-based best practices, always tailored to local needs.	While analytics are of course an important factor in our work, characterizing analytics as a primary driver is too narrow. It is also at odds with the warm tone of our brand.
ChildFund helps deprived, excluded and vulnerable children achieve their potential.	<p>Other than in our mission statement, the phrase "deprived, excluded and vulnerable" should never appear in material for general audiences without being defined.</p> <p>However, each of the three words in the phrase may be used separately, but sparingly:</p> <p>The word "deprived" should never be used as an adjective ("deprived children" sounds both awkward and disrespectful) and only as a verb, e.g., <i>"Joseph's poor health deprived him of the chance to go to school"</i></p> <p>"Excluded" should be used only when appearing with a concrete example of exclusion, e.g., <i>"excluded from school because she did not own shoes."</i></p> <p>"Vulnerable" is OK to use judiciously.</p>	The thought is important for understanding ChildFund's work, but it's hard for external audiences to understand the phrase's true meaning without explanation, which makes it ineffective for marketing purposes.
ChildFund works with poor children ... needy children ... underprivileged children ... disabled children ...	<p>ChildFund works with children living in the world's poorest places ...</p> <p>ChildFund works with children living in poverty ... children with disabilities ...</p>	<p>Do not precede the word "child" — or any noun that refers to a person — with a negative adjective. A child is a child first; even when their condition is dire, they still come first.</p> <p>However, it is of course OK to precede a person noun with a positive adjective, e.g., a happy, smart girl ...</p>
ChildFund's core outcomes are healthy and secure infants, educated and confident children and skilled and involved youth.	ChildFund's core outcomes are that infants are healthy and secure, children are educated and confident, and youth are skilled and involved.	To characterize a person as an "outcome," which is literally a result or a consequence, is incorrect grammar and could also be construed as disrespectful. An infant is not an outcome; a child is not an outcome; and a youth is not an outcome. Their desired <i>conditions</i> (healthy and secure, educated and confident, skilled and involved) are our core outcomes.
We give children a voice.	We help children strengthen and raise their voices.	Children <i>have</i> their own voices. Also: We often say that children's voices guide our work, so it is illogical to say that we "give" them a voice.
<p>Do not say to general audiences:</p> <p>ChildFund takes a life-stage approach in its work with children.</p> <p>(OK to say to technical audiences, but it must be defined.)</p>	ChildFund responds to children's changing needs as they grow.	We do not use the phrase "life stage" except in more technical explanations of ChildFund's work, because it's not readily understood by external audiences. However, ChildFund's life-stage approach is one of the things that make the organization unique. Working in communities long term enables us to respond to children's changing needs as they grow.

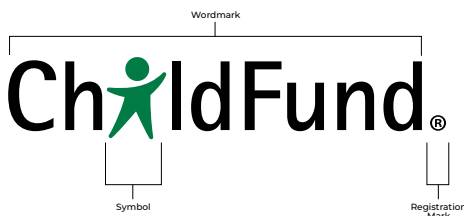
Framing Ideas Appropriately: Editorial Dos and Don'ts

DON'T say ...	It is OK to say something like ...	Explanation
The project reached 4,673 beneficiaries	The project reached 4,673 participants/ children/family members/community members.	"Beneficiaries" is disrespectful, positioning the people in our programs as little more than recipients of charity. In addition, it is false; ChildFund's programs are highly participatory.
In FY19, ChildFund reached 13.6 million children and their family members in 24 countries	In FY19, ChildFund reached 13.6 million children and family members in 24 countries. ... (Note the absence of "their.")	The 13.6 million participant reach number (which changes annually) includes all participants , from child to adult. Including the word "their" suggests a much, much larger number: 13.6 million children PLUS each child's family members.
ChildFund provides medical care	ChildFund works to ensure that children in our programs have access to health care. ChildFund promotes community-based health care ... ChildFund works with communities to keep their kids healthy.	We do not provide care directly; we work to strengthen systems and services around the child, often by training community-based health volunteers to provide basic care.
Famine Food crisis Civil war	Do not use the word "famine" in any communications unless a famine has been officially declared. "Food crisis" can be problematic in certain countries. Check with the country office. "Civil war" should be used carefully; some countries may be sensitive about recent conflicts.	Be mindful of ChildFund's relationships with the governments of countries where we serve children. Unintended political consequences can erupt around certain words or expressions.
Third-world countries Developing countries Global South	Low-income countries Poor countries Under-resourced countries	The phrases "Third World," "developing countries" and "global South" all have a paternalistic connotation. "Third World" is also a misnomer; we are only one world.

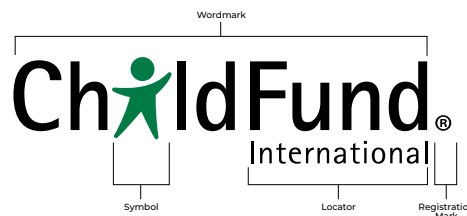
Logos and Usage

Primary Logos

New for 2020: Our brand is ChildFund, so the first choice for logo usage should in most cases be the ChildFund-only logo, without the “International” or other country-name locator. Do use the “International” or country name locator logo when you need to be clear about which ChildFund you are referring to.



The primary ChildFund logo consists of two elements, the wordmark and the symbol. Both elements appear together to form the logo.

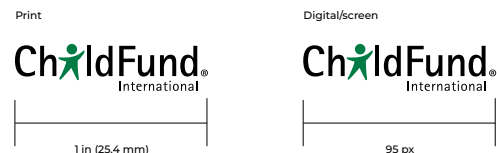


For uses intended to differentiate the U.S.-based ChildFund Alliance member, the ChildFund International logo consists of three elements: the wordmark, symbol and locator. All three elements appear together to form the logo.

The registration mark is not required on all uses of either logo — just on the first logo usage within a document. These logos, as well as those for all regional and country offices, are available in the Brand Center on SharePoint.

Logo Size

To ensure the best reproduction, do not reproduce the logo any smaller than the minimum size as illustrated here for both print and digital formats.



Clear

To avoid crowding the logo, maintain a minimum clear space equal to the size of the lowercase “n” of the logo. No text or graphics should impinge on this clear space.



Logo

The font used for the wordmark is Rotis Sans Serif 65 Bold, and the locator font is Rotis Sans Serif 55 Regular. The diagram illustrates the font height percentages for the wordmark and locator. The locator should be 35% of the wordmark font size.



Logos and Usage

ChildFund Used in Text

If you use the organization name in text or body copy, do not incorporate the child symbol or logotype. Type the name as ChildFund or ChildFund International. There is no need for the registration mark in text after the first usage.

ChildFund Symbol

It is OK to use the ChildFund child symbol as a design element independently of the logo. Never use this element in a color other than our primary green or reversed white.



Approved Logo Color Variations

Primary Logo



Reversed Logo

The reversed logo may not be used in a black and white document.



Solid Green Logo



Black and White Logo



Grayscale Logo

The screen for the grayscale logo is 60 percent black.



Logos and Usage

Country-Specific Logo



Incorrect Logo Usage

Never alter or distort the logo, and avoid placing it on a busy or patterned background. The logo can be used on any background as long as the logo stands out clearly against the background and follows the brand color guidelines.

Never skew or distort the logo.



Never change the color of the child symbol.



Never rotate the logo.



Never use color schemes other than those approved as described in this guide.



Never use a non-ChildFund logo of equal size next to a ChildFund logo.



Do not use typography effects (such as shadows or boxes) in conjunction with the logo.



ChildFund Alliance

ChildFund International is a member of the ChildFund Alliance, a network of 11 child-focused development organizations working in more than 60 countries toward a shared vision of a world where all children enjoy their rights and achieve their full potential.

The Alliance creates opportunities for joint initiatives among its members to serve children and families in need. Our work together improves the effectiveness of programs for children, increases efficiency and extends the reach and influence of the members by enhancing our individual and collective strengths.

- To honor this invaluable connection, we **note our membership in the Alliance on all major external communications materials.**
- When recognition of our Alliance membership appears in close proximity with ChildFund International's logo, please **place the phrase “Member of ChildFund Alliance” under the ChildFund International logo.**
- **Use the logo of the ChildFund Alliance on the back of a document or at the bottom of a document.**
- **Communications that represent a collaboration or shared message with other ChildFund Alliance members should comply with the Alliance's brand guidelines, which are available in the Brand Center on SharePoint.**

Member of



Color Palette

The ChildFund color palette is designed to complement the high-quality photography we use across our channels, which will often account for most of the color in any published piece, whether print or digital.

The palette is anchored by ChildFund Primary Green, which must at some point appear on every branded piece. In keeping with our overall tone, which is hopeful and joyful (as well as knowledgeable), we encourage abundant use of white space to keep our audiences' experience light and airy. In fact, white can also be considered one of our primary colors.



ChildFund Green

PANTONE: 7732 C Solid Coated
HEXCODE: #007a45
RGB: R.0 G.122 B.69
CMYK: C.89 M.0 Y.96 K.30



Yellow

PANTONE: 1235 C Solid Coated
HEXCODE: #fbb21d
RGB: R.251 G.178 B.29
CMYK: C.0 M.31 Y.98 K.0



Orange

PANTONE: 1645 C Solid Coated
HEXCODE: #fe7130
RGB: R.254 G.113 B.48
CMYK: C.0 M.63 Y.75 K.0



Highlight Green

PANTONE: 2413 C Solid Coated
HEXCODE: #3cc387
RGB: R.60 G.195 B.135
CMYK: C.67 M.0 Y.53 K.0

Visual Elements

ChildFund's design elements are available for download in our Brand Center on SharePoint.

Torn-Edge and Painted-Edge Elements

- The torn-edge and painted-edge elements may be used in any color from ChildFund's palette. Do not layer multiple edges.



Linen Texture

- Do not use the linen texture more than once on a page.



Hand-Drawn Underline Element

- The underline element should be used sparingly, limited to headline or subhead treatments, and no more than two or three times on a page.

The promise inside Hazel is greater than the poverty around her.

The promise inside Hazel is greater than the poverty around her.

Hand-Painted Dot Element

- The dot elements must have reversed white text or icons inside. Do not use as frames for photos.



Typography

Typography

Consistent use of selected typefaces is a key element of keeping a brand cohesive.

1. Headlines, subheads and pull quotes – print and web.

Roboto Slab in various thicknesses is ChildFund's primary font for headlines and is available for free download at fonts.google.com

Roboto Slab Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
&1234567890

Roboto Slab Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
&1234567890

2. Body copy and subheads – print and web.

Montserrat in various thicknesses is ChildFund's primary font for body copy and is available for free download at fonts.google.com

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
&1234567890

Montserrat Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
&1234567890

Montserrat Extra Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
&1234567890

Montserrat Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
&1234567890

Typography

Assignment Packages

Verdana is approved as the font for project description form in assignment packages.

Verdana Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
& 1234567890

Policies and Procedures

Trebuchet MS is the typeface for any policies and procedures.

Trebuchet MS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
& 1234567890

Sub-brands

Teams that feel the need to create sub-brands to reach niched audiences may do so only for specific purposes approved by the CDMO. Execution of these brands must also be approved by the CDMO.

Criteria

The ChildFund parent brand must always be present in all sub-brand communications.

The sub-brand look and feel must be developed within or built upon the guidelines for the ChildFund parent brand.

The sub-brand's messaging must reflect ChildFund's stated values and brand standards.

Cross-Channel Promotion

Sub-brand holders may request cross-promotion on ChildFund's main channels. It is up to the channel owner to determine whether the sub-brand's messaging is relevant to the channel's audience and to offer guidance on how such messaging might be adapted as necessary.

Business Materials and Signage

In the interest of stewardship, do not throw away your existing business materials or signage. The time to apply the refreshed brand guidelines is when you are about to run out of materials and need to reprint.

We now have two new versions of our letterhead, one very similar to the old and one with full-bleed green in the header, available in the Brand Center on SharePoint, along with a new PowerPoint shell. More business materials will be added as we create them.

Our intent is that the 2020 refresh of our brand represents a gentle enough change that most existing materials still look and feel like ChildFund.



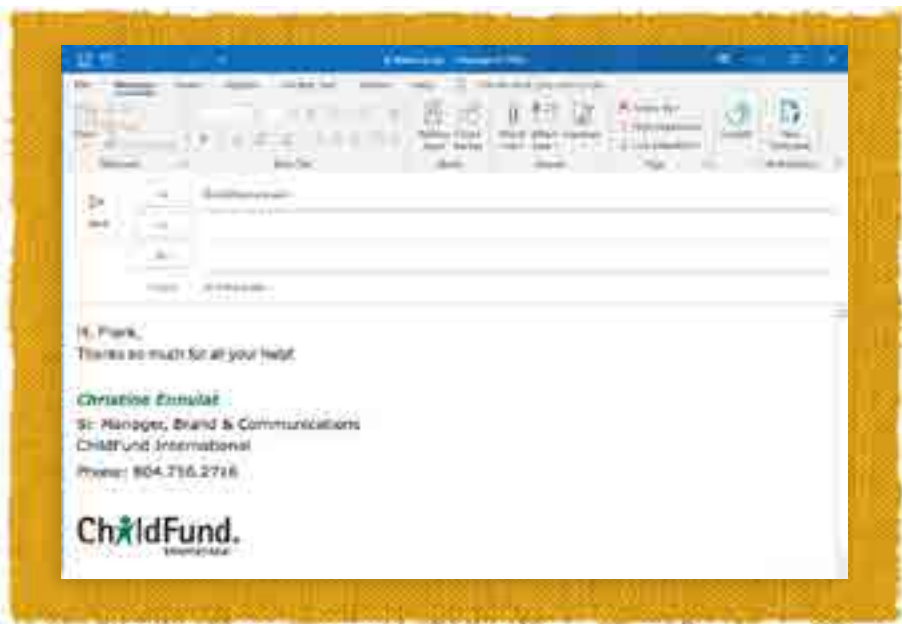
photo by Jake Lyell

Email Signature Format

ChildFund's global email signature, to be used by all ChildFund staff, includes the person's name, title, organization name, phone number and the ChildFund logo.

Do not include email addresses in the signature because that information is already available in the email header.

Do not use additional customized elements, such as inspirational quotes or calls to action on personal causes, as they dilute our brand.



Please note that there will be no changes to guidelines around email signatures until we have created our new tagline.

Local Partner Branding

The local partner organizations that carry out ChildFund programs in their communities are independent organizations, so it is important for their identity to remain distinct from ChildFund's identity.

- Any signs representing a **local partner organization** must use the local partner's name and logo as the primary identifier, *not* ChildFund's name and logo, although ChildFund's name and logo may be present (but smaller).
- Local partners can acknowledge their **partnership with ChildFund and other organizations** in their signage in and around their offices. When acknowledging partnerships:
 - Local partner signage should use the local partner's colors and fonts, not ChildFund's.
 - The local partner's logo should be larger than the other logos.
 - Signage should state "working in partnership" or "working with" or "affiliated with" or the equivalent in the local language.



In this sign, our local partner in Sri Lanka, the VOICE Area Federation, acknowledges ChildFund and other partners while keeping its own identity distinct.

- Every **program location** supported by ChildFund (for example, ECD center, water well, etc.) must have a sign indicating its affiliation with ChildFund.
- If ChildFund is only one of multiple donors, then all donor logos should be equal in size.
- If other ChildFund Alliance members are totally or partially funding the program, use their logo. However, if multiple Alliance members are involved, the ChildFund-only logo (without "International" or "Australia," etc.) may be used.
- Local partner staff are not expected to wear ChildFund white or green t-shirts or polo shirts. They should wear their own design of t-shirts or polo shirts.

Program locations supported by ChildFund should have signage indicating its affiliation with us, like this ECD center in Uganda.

photo by Jake Lyell



Working With Partners

Working With Other Organizations

When ChildFund collaborates with other organizations, it is important to ensure that all partners are fairly represented in any materials that ChildFund produces.

Partner organizations should include the ChildFund name, logo and/or website URL (www.ChildFund.org) when writing about their partnership with ChildFund. This verbiage should be included in the partnership agreement.

Multiple partnerships: In multiple partnerships, give all partners equal emphasis by maintaining a clear space around each organization's logo.

Equal partnerships: In equal partnerships, give both partners equal emphasis by maintaining a clear space around each organization's logo.

Supporting partnerships: In supporting partnerships where ChildFund is the lead, ChildFund is given the major emphasis with the supporting partnership's logo displayed less prominently, at least half the size of ChildFund's name/logo.

Working With Grant Donors

Country offices must always review their agreements and guidelines with each grant donor to ensure compliance with requirements for co-branding, which will differ from donor to donor. If you have questions on how to interpret or comply with requirements, please contact your grant management specialist or the person who has primary contact with the granting donor.

All donors permit exemptions from their co-branding requirement if ChildFund believes that publicly acknowledging the receipt of donor funding for a particular project could potentially endanger the lives of ChildFund staff and the participants, invite suspicion about ChildFund's motives or alienate ChildFund from the population it is trying to help. If you intend to request an exemption, please consult with the Grant Management Team so that they can let you know of any specific procedure you must follow when requesting the exemption.

Working With Partners

USAID

ChildFund must acknowledge USAID funding support in all publications, announcements, speeches and press releases relating to the projects.

Please note that USAID has a website to reference for all marking and branding requirements, available at www.usaid.gov/branding. We follow the regulations for assistance awards when implementing a grant or cooperative agreement. The site also includes downloadable official USAID logos.

If you are working under a USAID contract or subcontract, please contact the Grant Management Team for guidance, because the regulation on marking and branding is different when ChildFund International implements a contract or subcontract.

ChildFund is required to co-brand when we accept USAID funding. Co-branding means placing the USAID identity next to the award recipient's logo, with equal size and prominence, on any programs, projects, activities, public communications and commodities that are partially or fully funded by USAID.

Sometimes USAID requires that its logo be more prominently displayed than ChildFund's, as when USAID is the majority donor. This will be on a case-by-case basis depending on the audience, program goals and materials produced.

Any program deliverables and materials funded by USAID that don't qualify for an exception must be co-branded. This does not apply to marking of recipients' offices, vehicles or items and supplies used by recipients for administration of the award.

The policy also applies to sub-recipients who received USAID funding via ChildFund.

When a grantee publishes a report, pamphlet or other document that was paid for by the grant's funds, USAID requires the following specific disclaimer language:

This [report, pamphlet, etc.] was produced under United States Agency for International Development (USAID) Cooperative Agreement No. xxxx-xxx-xxxx and was made possible by the generous support of the American people through USAID. The contents are the responsibility of ChildFund International and do not reflect the views of USAID or the United States government.

Working With Partners

Department of Labor (DOL)

ChildFund must acknowledge USDOL funding support in all publications, announcements, speeches and press releases relating to USDOL-funded projects.

The USDOL logo may be applied to any USDOL-funded material prepared for worldwide distribution, including posters, videos, pamphlets, research documents, evaluations, national surveys and other publications of global interest. Prior to using the logo, ChildFund must consult with USDOL on whether the logo may be used on any such items and/or with the ChildFund logo. ChildFund must obtain USDOL's written permission before placing the USDOL logo on any item.

Department of State/Bureau of Population, Refugees, and Migration (BPRM)

ChildFund must publicly acknowledge the projects and activities that are funded with assistance from BPRM. ChildFund must include recognition of BPRM funding in all appropriate publications and printed descriptions, including press releases, annual reports and financial statements, as well as, at the project site, those projects and activities financed with BPRM funding. At the project site, acknowledgement should be in the form of a graphic of the U.S. flag accompanied by one of the following two phrases based on the level of BPRM funding:

- 1) Fully funded with BPRM contribution: "Gift of the United States Government"
- 2) Partially funded with BPRM contribution: "Funding provided by the United States Government"

Working With Partners

UNICEF

ChildFund may use the UNICEF name, logo and emblem, but only in connection with the project and only with the prior written consent of UNICEF. The UNICEF name, logo and emblem may be reproduced only according to the UNICEF Logo Guidelines.

There are several versions of the UNICEF logo, and you will need to consult with the UNICEF project officer assigned to your grant to find out which logo is best to use for your project.

When the UNICEF logo is used in partnerships, it is important that all partners are emphasized equally, and space should be left between the logos so that they remain differentiated.

European Community/European Union (EC/EU)

According to the EC's General Conditions that govern EC-financed grant agreements for external actions, the following applies:

- Unless the EC agrees or requests otherwise, the beneficiary must take all necessary steps to publicize the fact that the EU has financed or co-financed the action.
- The beneficiary shall mention the action and the European Union's financial contribution in information given to the final recipients of the action in its internal and annual reports, and in any dealings with the media. It shall display the EU logo wherever appropriate.
- Any notice of publication by the beneficiary concerning the action, including those given at a conference or seminar, must specify that the action has received EU funding.
- Any publication by the beneficiary, in whatever form and by whatever medium, including the internet, must include the following statement: "This document has been produced with the financial assistance of the EU. The contents of this document are the sole responsibility of [beneficiary name] and can under no circumstances be regarded as reflecting the position of the European Union."
- The Communications and Visibility Manual for European Union-funded external actions says, "The Press and Information Officer at the EC Delegation in the particular country should be contacted before the implementing partner initiates any visibility activity. The Project Manager should always be included on any communication with the Press and Information Officer."
- The following phrase and the EU flag should be added when there is any communication related to the funded action: "This project/programme is funded by the European Union." The graphic depiction of the EU should be positioned in an equally prominent place and size as that of the implementing partner.

Appendix A

Colors, Fonts and Other Basics

Color Palette



ChildFund Green

(must appear somewhere on each branded piece)

PANTONE: 7732 C Solid Coated
HEXCODE: #007a45
RGB: R.0 G.122 B.69
CMYK: C.89 M.0 Y.96 K.30



Orange

PANTONE: 1645 C Solid Coated
HEXCODE: #fe7130
RGB: R.254 G.113 B.48
CMYK: C.0 M.63 Y.75 K.0



Yellow

PANTONE: 1235 C Solid Coated
HEXCODE: #fbb21d
RGB: R.251 G.178 B.29
CMYK: C.0 M.31 Y.98 K.0



Highlight Green

PANTONE: 2413 C Solid Coated
HEXCODE: #3cc387
RGB: R.60 G.195 B.135
CMYK: C.67 M.0 Y.53 K.0

Fonts (download for free at fonts.google.com)

Headlines, subheads and pull quotes – print and web

Roboto Slab is ChildFund's primary font for headlines.

Roboto Slab Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz &1234567890

Roboto Slab Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz &1234567890**

Body copy – print and web

Montserrat is ChildFund's primary font for body copy.

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz &1234567890

Montserrat Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz &1234567890*

Montserrat Extra Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz &1234567890

Montserrat Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz &1234567890**

Logo Basics

Approved Logo Color Variations

Primary Logo

ChildFund®

Black and White Logo

ChildFund®

Solid Green Logo

ChildFund®

Reversed Logo

ChildFund®

Grayscale Logo

ChildFund®

Appendix A

Colors, Fonts and Other Basics

Brand Graphics

Torn-Edge and Painted-Edge Elements

- Any ChildFund color may be used. Do not layer multiple edges.



Hand-Drawn Underline Element

- Use the underline element sparingly and only in headlines and subheads.

The promise inside Hazel is greater than the poverty around her.

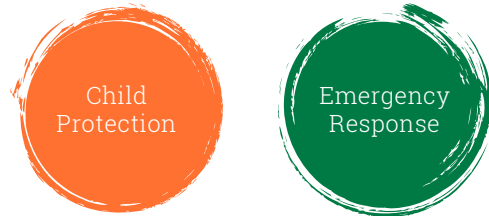
Linen Texture

- Do not use the linen texture more than once on a page.



Hand-Painted Dot Element

- The dot elements must have text or icons inside. Do not use as frames for photos.



Brand Standards

1. Focus on one child.

Singularize messaging and imagery. In text, for example: “A child needs loving caregivers,” NOT “Children need loving caregivers.” Photos focus on the individual child.



photo by Jake Lyell

2. Consistent voice, tailored tone.

Our **voice** is hopeful, joyful and clear, but we adjust our **tone** to be more or less technical depending on the audience we are trying to reach.

3. Every story we tell includes the individual child’s experience.

For general audiences, we lead with the child’s experience. For technical audiences, we lead with data and reinforce it with the child’s experience.

Appendix B

Voice and Tone

While ChildFund’s voice remains consistently hopeful, joyful and clear, our tone adapts to meet the needs of our various audiences.

For ChildFund’s Primary Mass Audience

Our tone for the mass audience leads with the heart, not the head, and is especially warm and welcoming. We keep it simple, authentic and upbeat. We use concrete words, not abstractions. Our sentences are mostly short.

Example:

Jane’s got skills! Check out her story about life as a budding electrician in Kenya – and learn how she wants to inspire other young women around her.

For ChildFund’s Engaged Mass Audience

Tone: For the *engaged* mass audience, our tone builds on our mass audience tone. We still lead with the heart, but we also gently appeal to the intellect, adding complexity but avoiding jargon. Our storytelling shows respect for our readers’ intelligence.

Example:

Jane has the confidence of a girl who knows she’s going places, thanks in part to ChildFund’s job training programs. She is currently in the final stage of her studies, after which she plans to seek an electrical apprenticeship and use her skills to light up homes, schools and everything in between for disadvantaged people in her community.

**F
A
Q**

How do we keep a “joyful” tone when talking about something like a natural disaster or a child at risk?

We understand that sometimes we need to communicate about sad or difficult situations. But even then, our voice remains life-affirming, squarely facing and stating the need while also addressing what needs to be done to make it better. In such a case, of course “joyful” is not appropriate in tone. But a positive, “can-do” spirit should still be apparent. Hope is what we do even when we do not know how the story ends.

Appendix B

Voice and Tone

For Development Professional Audiences

For the development professional audience, our tone is academic but not heavy, and as succinct as possible. As we share our technical expertise, data and thought leadership, we strive to keep the material accessible.

Example:

Our work with adolescents and youth is designed to improve their economic, physical and social well-being. Our wide range of programs – whether they relate to sexual and reproductive health, adolescent life skills, education, job readiness and livelihoods, or youth empowerment – all provide opportunities to mitigate the risks of violence that young people face.

Our Youth Vocational Skills project in Kiambu County connects at-risk youth ages 16-24 with job training and entrepreneurship programs that give them a practical means of earning an income for life. When participants complete their training, ChildFund also provides them with startup tools so they can be prepared to find work or launch their own businesses, helping to reduce youth unemployment in Kenya.



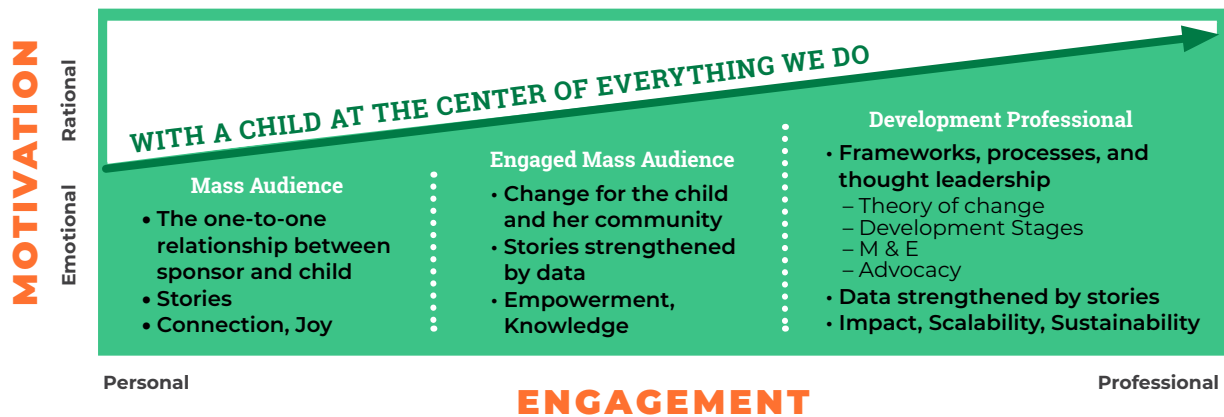
“In this area, even some who have completed university have no job,” says **Jane**, who is training to become an electrician. “But if you take vocational training, it is hard to fail in getting one.”

photo by Jake Lyell

Appendix C

Structuring Stories to Communicate Impact

Every story we tell includes the individual child’s experience. But how we balance the child’s personal story with the rest of the narrative will depend on which audience we are trying to reach.



For ChildFund’s Primary Mass Audience

Motivation: Emotional.

The story they want leads with the heart. They want to know about their sponsored child – or another child who might have a similar experience. They’re interested in milestones large and small but not really in the mechanics of how ChildFund works to improve their child’s well-being — they trust us as the facilitator of those positive changes..

Themes: Connection. Joy. Purpose and individual impact.

Example:

Some children want the newest toys and games, a lifetime supply of sweets or the chance to meet their favorite celebrity. Yeimi, who lives in Honduras, just wants to go on a walk. “My mother doesn’t let me go out because it’s too dangerous,” the 10-year-old says. Thanks to your support, Yeimi is safer in her community.



photo by Kyle LaFerriere

Appendix C

Structuring Stories to Communicate Impact

For ChildFund's Engaged Mass Audience

Motivation: Emotional and somewhat intellectual.

The story they want leads with the heart. A story of change for the child and her community, told through a real person's experience and bolstered by the "how" and more detail about context. A deeper layer of information is available to this audience if they want it.

Themes: Connection, joy, empowerment, knowledge. Change for the child and her community.

Example:

Yeimi is one of millions of girls throughout Central America whose neighborhoods are rife with violence. "My mother doesn't let me go out because it's too dangerous," the 10-year-old says.

ChildFund's PUENTES project worked with parents and teachers in some of Honduras' most dangerous neighborhoods to reduce violence in homes and schools. The idea was that if adults could better prevent violence, the effect would trickle down to children.



photo by Kyle LaFerriere

Yeimi, 10, attends school in a community rocked by violence in Santa Barbara Department, Honduras. ChildFund carries out sponsorship and other programs aimed at combating violence in communities.

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Appendix C

Structuring Stories to Communicate Impact

For ChildFund's Development Professional Audience

For the development professional audience, the child-specific material could be shared as a case study or presented as a photo with a caption that includes a quote or anecdote, depending on the purpose of the document. The key purpose of doing so is to show donors what our impact looks like in a real child's life.

Example:

This excerpt is from an endline learning brief about our recent Conrad Hilton Foundation-supported responsive parenting project in East Africa.

At endline, there was an average of five people living in each household with an average of one child aged 5 and under. Across all children in the study (N = 477), 27 were identified as having a special need, such as a hearing, visual, speech, mental or physical impairment.

Primary caregiver profile

- 95% of primary caregivers were female.
- In 84% of households, the mother was the sole primary caregiver.
- Most primary caregivers fell in the 25-35 age range (59%), followed by the 36-49 age range (17%) and 18-24 age range (14%).
- The largest percentage of primary caregivers completed upper primary school (54%), followed by those who completed secondary school (17%).
- In terms of literacy, 44% of caregivers said they were good at reading and enjoyed it, and 30% of caregivers said they could read a little.



photo by Kathryn Moore

CASE STUDY

Purity, a mother of two who participates in the program in Kenya, recalls how she used to yell at and beat her older son if he bothered her when she was busy.

"The sessions taught me the importance of positive discipline. With my 2-year-old daughter, I talk softly to her and explain that I am busy, then let her tell me what she needs," Purity says. "And she communicates more, she's more free, than my older child."

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