



Visual identity guidelines

October 2013

Tools of the trade

We've illustrated this booklet with the original version of the Macs that we all use.

It was chosen to show that while technology changes, the creative skills that we offer are timeless.

Contents

Overview	4	quotes and large type	25	Co-branding – joint campaigns	49
Design principles	5	Type style – type below 18pt	26	Co-branding – ad hoc groups	50
Significant changes	6	Typography – designing for an older audience	27	Co-branding – diocesan appeals	51
Turning the volume up and down	7	Photography	30	Co-branding – endorsement	52
Our logo in English and Welsh	9	Illustration style	31	Co-branding – funders	53
Colour options for the logo	10	Charts and graphs	32	Co-branding – affinity partnerships	54
Exclusion zone and minimum size	11	Social media branding	33	Christian Aid linked brands	55
The Christian Aid Week logo	12	Mandatory copy	34	Christian Aid Collective	56
Positioning the logo	13	Small print	35	Present Aid	57
Standard grid	14	Descriptors	36	InspirAction logo	58
Colour palette	15	Small print	37	Change Alliance logo	59
Using red	16	Technical information	39	Christian Aid contract brands	60
Using orange	17	Designing FREEPOST envelopes	40	Service contract brands	61
Transparency	18	Designing reply forms	41	POVERTY OVER	62
Wrap around photos	19	Non-printing layers in PDFs	42	POVERTY OVER	63
Transparency on text pages	20	Cutter guides	43	Positioning the POVERTY OVER device	64
Typography – Univers CA	21	Communicating designs to clients	44	Contacts	65
Typography – Serifa	22	Co-branding	45		
Typography – additional fonts for Christian Aid News	23	Co-branding – ACT Alliance	46		
Typography – headlines and large type	24	Co-branding – DEC	48		
Typography – headlines,					

Overview

Here are the building blocks of our visual identity.

- 1 Christian Aid logo
- 2 Colour
- 3 Typography



1



2

Serifa and
Univers are
our typefaces

3

Design principles

This guide is the first significant update to our visual identity guidelines in more than four years. As such, it's an opportunity to restate the principles that underpin our design approach.

Keep it clean. The goal of every piece of design undertaken at Christian Aid is to communicate a message as efficiently and effectively as possible. If any element of your design is not essential to conveying the message, leave it out.

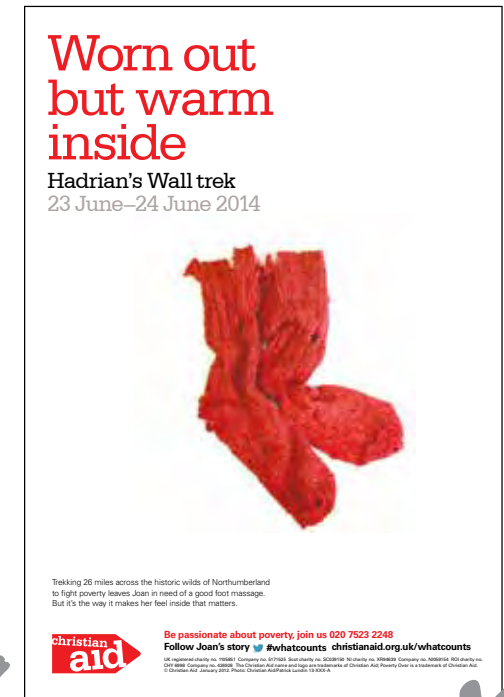
Do 'as little design as possible'. Always start from the purpose of the communication and **design to the rules of its genre**. Don't put lots of text on a flyer or poster, for example. Work with the editor to identify the central message and focus on that. Don't try to include more than one idea. Remember that you have limited time to convince the reader to do something – decide what that something is and stick to it.

Make it clear. Once you've decided on your central message, put as few barriers in the way of it as possible. If some of the text is difficult to read, change the typography. If a document looks like it has too much text, ask the editor to cut it.

Don't create sub-brands for Christian Aid initiatives. As you will see in the co-branding sections, we already include many other organisations' logos on our materials when we work in coalition. As the number of co-branded materials increases, it is vital that we maintain the clarity of our brand, so there is no place for sub-brands. The only exception to this is Christian Aid Collective, which is sufficiently independent to have its own brand.



Too many elements – the illustration is compensating for a relatively weak photo and the end result is an overly busy poster. The visual complexity of the poster means that it is unlikely to catch the eye because nothing is really jumping out.



This poster works because the elements are pared back to the minimum and used within a clear hierarchy. It creates a better impression of Christian Aid because it expresses confidence that our message is worth listening to and doesn't need to be bolstered by lots of extra elements.

Significant changes

POVERTY OVER

The use of the POVERTY OVER device is now restricted, see page x.

'Cuts through' photo treatment

This is no longer mandatory. Whilst it has given a degree of differentiation, it has not been entirely successful from a design perspective. It has often ended up as a small decorative strip and not met the criteria of cutting through to the important part of the photo. We are maintaining the use of transparent coloured panels (either red or warm grey, NOT orange) laid over photos, but using them in more flexible ways. See page 18.

Letterbox layout

The letterbox layout was an integral part of the 'cuts through' treatment, so this is no longer used.

Reduced use of orange

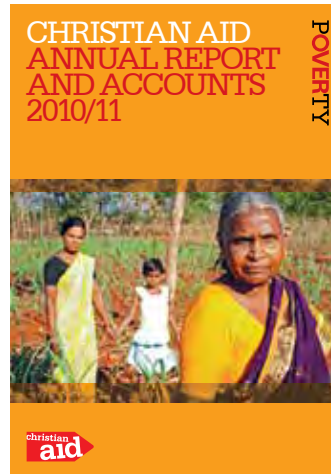
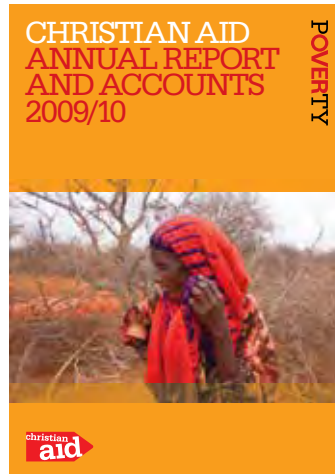
See page 17.

Turning the volume up and down

See pages 7 and 8.

Typography for older readers

See pages 27 to 29.



These annual report covers show too much consistency. The brand is now well established and it is time to focus more on creativity.



This cover puts greater emphasis on people and less on the brand. Making photos full-bleed allows us to use more dynamic shots. We can also maintain consistency of grid while having much more apparent variety.

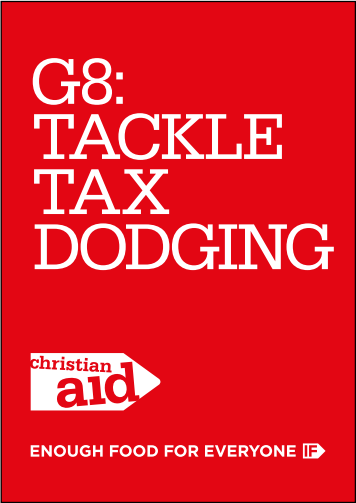
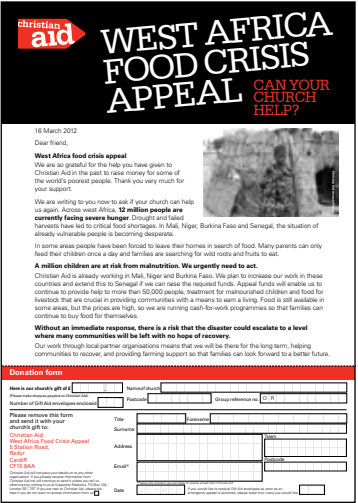
Turning the volume up and down

Christian Aid produces a massive volume of communications materials every year, targeted at a whole range of audiences. While consistency is vital to building our brand, a rigid, one-size-fits-all approach is not appropriate.

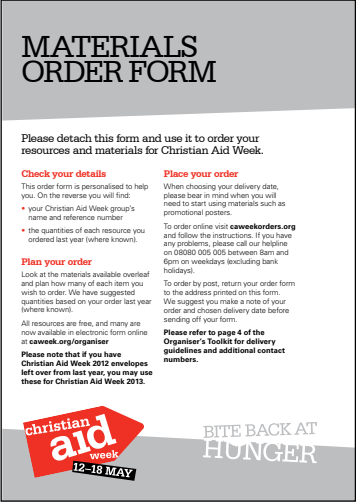
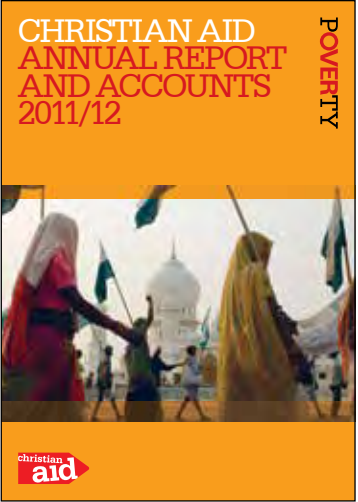
An action card aimed at energising campaigners, for example, cannot be approached in the same way as a leaflet aimed at recruiting legacy pledgers.

Certain aspects of our identity, such as upper case headlines, fit better with the campaigning side of our work. Sometimes, as in the case of legacy materials, such strident design is not appropriate. On other occasions, such as a simple instruction booklet for an event or an order form, it is simply not needed and it dilutes the impact of our more urgent publications. Putting 'MATERIALS ORDER FORM' in large caps reduces the impact of an advert headlined 'EMERGENCY' by comparison – if everything's urgent then nothing's urgent.

Old approach



On the above documents, maximum volume is appropriate. In each case we have an urgent message and we need to communicate it as directly as possible. The examples below show how the urgent messages above are diluted by the same type styling being applied to descriptive and informative headlines.



Loud

Here are a range of documents designed under the old identity system. Although there is a clear difference in urgency between, say, an emergency advert and an order form, this is not properly expressed through the design.

Quiet

Turning the volume up and down

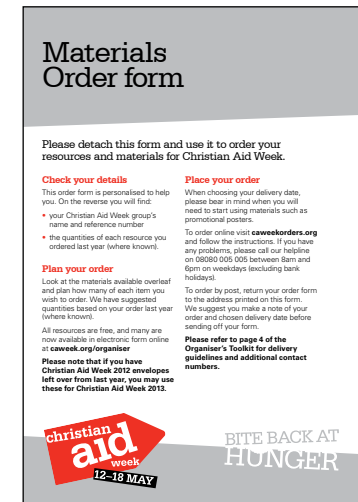
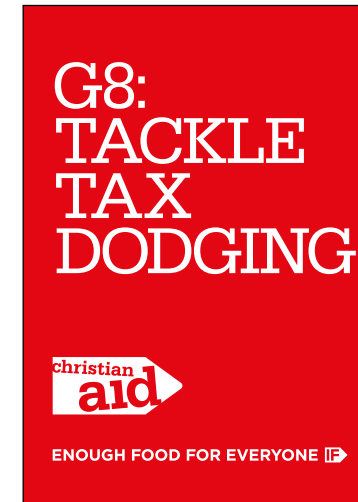
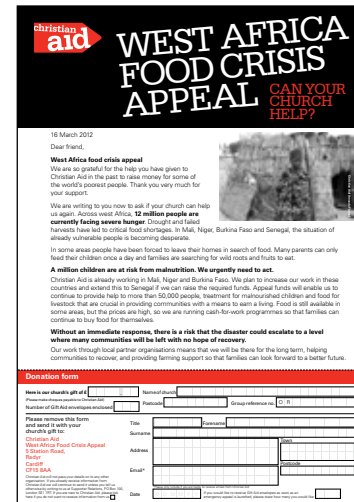
Changing to sentence case on less urgent items is the best way to reduce the volume. Lower case headlines use a slightly different specification to upper case ones. Tracking should be changed from -35 to -20 and leading should be 87 per cent of the type size rather than 80 to avoid conflicts between ascenders and descenders. There are three basic categories that need to be 'loud': outdoor and other above the line adverts; emergency materials; and campaigns. An example of each is shown here.

For outdoor advertising, pared back content and solid red backgrounds give maximum standout.

For emergency materials we use angled, upper case headlines and black solids.

For campaign placards and banners, use upper case headlines at the maximum possible size.

Revised approach



Loud

Here are the same range of documents as seen on page x. Here, the less urgent documents have been redesigned to remove some of the louder elements. This establishes a proper spectrum of urgency – those items that are actually urgent keep the upper case and/or red solid approach, while items such as the order form no longer scream for attention.

Quiet

Our logo in English and Welsh

The master logo

This is the English version of our master logo. The logo does not have a strapline. No other use of the logo shape is permitted and never use the previous strapline 'we believe in life before death'.

Go to christianaid.org.uk/resources/logos/index.aspx for copies of the logo files for all channels and formats.

Any use of the logo should be accompanied by the statement 'The Christian Aid name and logo are trademarks of Christian Aid'.

We also have a Welsh master logo, this is the only translated version allowed. For Welsh translation please work with the Welsh office.

NB We are able to accept other languages for layout but the responsibility for organising and checking translation is with the client team.



The CAID logo

We are known as CAID in Afghanistan because of religious sensitivities, so we have a special CAID version of the logo for use on materials produced for that country.

As well as using the CAID logo, we also remove all mentions of Christian Aid and replace them with CAID (eg in page furniture and photo credits).

Unless it is a specific requirement of a particular country office for security reasons, the short forms of Christian Aid ('CA' or 'CAID') should never be used within text or logo devices. If in doubt, please check with the editorial team.



Colour options for the logo

The secondary versions can be used on single-colour documents. Use the master logo where possible.



We have a white on black version and a black on white version for use on one-colour black documents



We also have a red on white version for documents that have a solid red background.

Exclusion zone and minimum size

Exclusion zone

Please leave at least half the height of the logo (1X in diagram below) around the logo when using it with other organisations' logos or in a layout. This will give it breathing space.

Minimum size

The logo should not be displayed at less than 20mm wide.



Minimum logo size 20mm wide

The Christian Aid Week logo

The only variation of the master logo is the Christian Aid Week version. This exists as both a flat version and a 3D version that may also be used with money coming out of it. The 3D versions should be used at an angle of 12°.

The CAW logo is also available in a Welsh version and an Irish version with Euros instead of sterling.

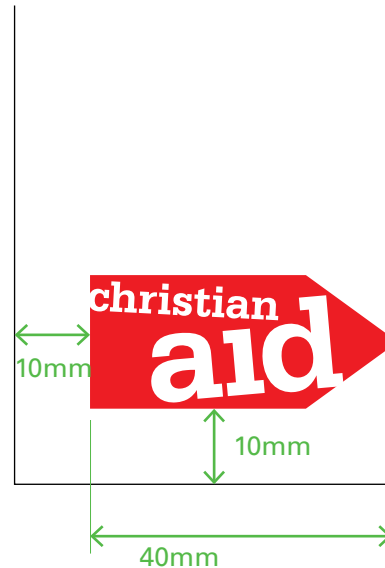
The CAW logo is often used with the date added on a black panel angled in the opposite direction.



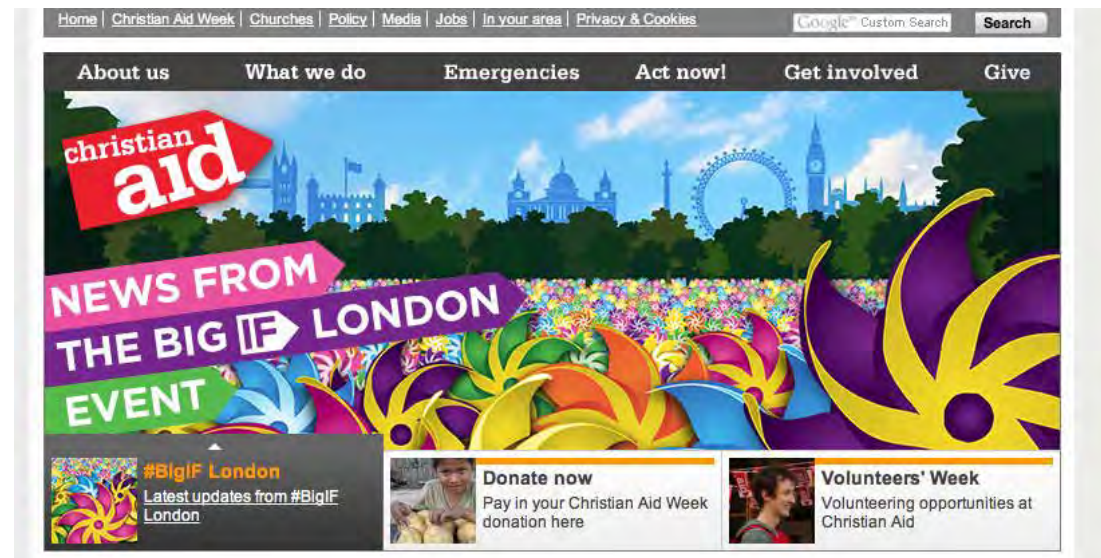
Positioning the logo

The Christian Aid logo should ideally be placed in the bottom left-hand corner with the size and margins as shown here. There are some exceptions, such as the corporate letterhead, where the logo is used at top left.

This guidance is for an A4 document. For A5, the logo should be 30mm wide and the margins should be 8mm. For A3, the logo should be 56mm wide and the margins should be 14mm.



On Christian Aid websites, the logo should go at the top left of the page. On the corporate website, the logo is part of the content management system (CMS) so any graphic appearing in the main hero banner area should not include the logo as it will be placed automatically by the CMS. **Please note that use of a tilted logo is exclusive to the website – do not angle the logo on print materials.**



Standard grid

The standard grid is an important part of the identity. Consistency of placement and size aids recognition of the logo and gives a professional feel when several Christian Aid items are seen together.

The grid shown here is for A4 documents but it scales up and down for other ISO A paper sizes.

The grid may need adaptation for different proportions such as DL leaflets, but the vast majority of our work uses standard A sizes.

The same proportions are used for landscape format.



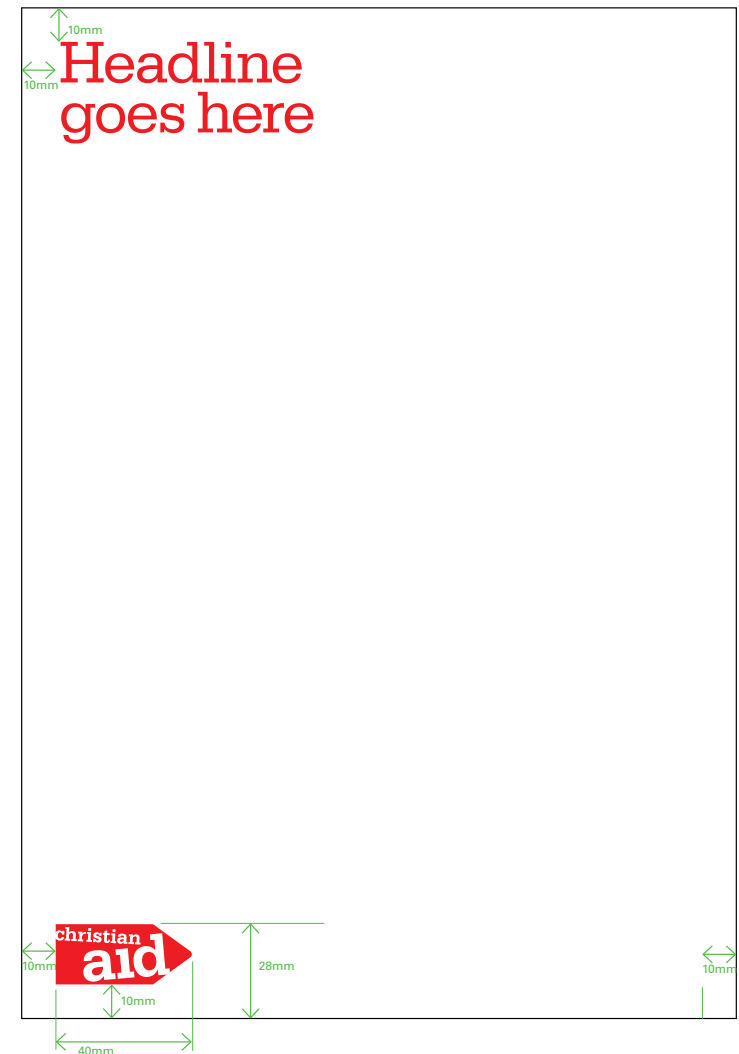
Single page/poster footer

Copy the complete footer text box and place as shown, with its righthand and bottom sides aligned to the 10mm margin

Do not alter text except for the copyright date and job number

Documents should always be printed on 100% recycled

Omit paper spec if the job is definitely PDF only.



Double-sided/multi-page documents

Omit all small print from the cover/front of the document. Small print should go on the back cover or the inside front cover in the same position as shown left.

Colour palette

Colour affects people deeply. It evokes a mood. It helps people to identify organisations and their communications. Our red colour sends a message of urgency and conveys our commitment to changing the world. Red, together with strong writing and powerful images, links all our communications.

Warm grey is used to add visual depth. It is now preferable to use warm grey for sidebars and other boxes where before we might have used orange.

Do not use large areas of orange – it should only be used as an accent colour. **Do not use orange text.**

Tints

Please use tints of orange and warm grey for charts, diagrams and maps. Do not use tints for other purposes. For boxing out text, you may use tints of our warm grey on four-colour jobs. For one- and two-colour jobs, use tints of grey. Don't use tints of red.

When using orange, use the CMYK mix except for some merchandise, such as T-shirts, where you should use Pantone 129. Simple two-colour publications remain black and red.

Primary colour

Christian Aid Red

Print

4-colour process: c0 m100 y100 k0

Pantone: 485

Web

HTML colour: FF0000

Screen colour: r255 g0 b0

Core colour palette

Warm grey

Print

4-colour process: c11 m14 y14 k27

Pantone: Warm grey 4

Web

HTML colour: #B7B1A9

Screen colour: r183 g177 b169

CMYK: 0/0/0/100 PMS: pro.black

RGB: 0/0/0 HTML: 000000

White

CMYK: 11/14/14/27 PMS: 129

RGB: 255/153/0 HTML: FF9900

For charts, diagrams and maps only

75%

50%

25%

Refer to pages 16 and 17 for guidance on using the Christian Aid colour palette

Using red

Red is our core colour and should be used on all Christian Aid designs. Pay attention to the volume of red that you are using, depending on the context red can be perceived as urgent and fiery or warm and friendly. Think about the context and decide on how you want to use the symbolic value of the colour – do you need to turn up the emotional volume or do you want your design to be friendly and inviting?

Don't overuse red. It's fine to do a campaign banner or outdoor advert all in red, but don't use red solids on a whole marketing campaign or report.

It may be necessary to print some corporate materials (letterhead, business stationery and so on) using two colours (red/black) for consistency or cost (one- or two-colour envelopes and so on).

Try to avoid long passages of white text reversed out of a red background.



For stand-out.

A simply designed red background with strong text is very eye-catching, as can be seen in the photo below. The items shown here also convey a strong sense of urgency due to the intensity of the red.



To highlight important details
In these examples, red is used as an accent colour. This is about making elements of the design jump out from the whole.

Using orange

Orange can help to achieve stand-out but should not be overused. Think of it as a support colour for the primary red.

Using orange can lift a design by providing extra depth of colour. It works best as an accent colour, where it can lighten the intensity of our red. **The use of orange is no longer mandatory – if you don't think that orange will add to the effectiveness of a design, you don't need to use it.**

This does not mean that everything should be on a white background. We are looking to re-establish our red as the dominant colour in our communications, so there should be more red than orange and red backgrounds are permitted where you really need to achieve standout (but see the page on using red).

Do not put orange type on red backgrounds or vice versa.



These examples show light use of orange as an accent colour. This adds extra visual depth to the design and provides an extra level in the messaging hierarchy.



This design uses both orange and red as part of the graphic, giving more depth than would have been possible using red on its own. Red is used for the more important parts of the illustration so it remains dominant over the orange.



On this advert, the orange tends to flatten the hierarchy of messages.



This version allows the most important information to stand out more strongly.



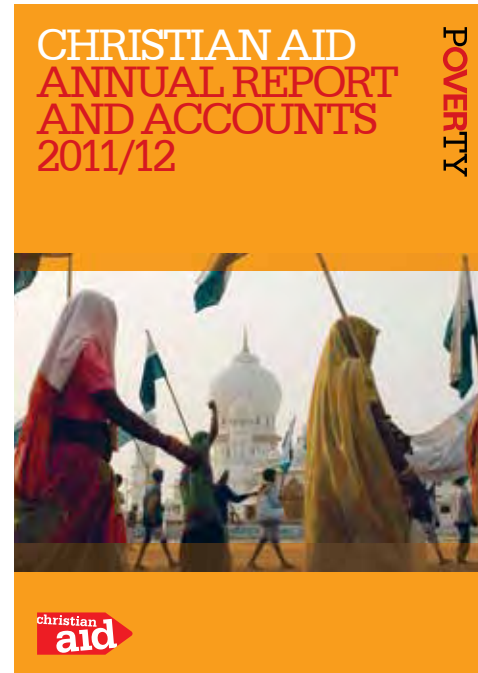
On this example, there is far too much text to sit on an orange background.



This version uses small amounts of orange, but the text is much easier to read because of the white background.

Transparency

We have dropped the letter-box format and the rigid use of transparency at the top and bottom of images. We are keeping transparency as an element of the identity but applying it more flexibly, generally using it as a bed for important text such as the document title.



Old: transparency is applied purely for brand reasons – it doesn't highlight anything of significance on the photo or the text.



New: a limited amount of transparency has been applied to the photo highlighting the title of the report.

Wrap around photos

The new flexibility of layout allows us to make better use of photographs. One option is to wrap the photo around the cover. The move away from a fixed mailbox format also allows us to vary the size of the headline according to its importance and urgency.

When using a wraparound image, it is now allowable to move the small print to a less prominent part of the document. In both of these examples it has been moved to the inside front cover. **The F code needs to remain on the back cover so that it is easy to find at the warehouse.**



Transparency on text pages

Transparency can be used to tie text and picture together, as shown here. The transparent panel can be red or light grey.

Adjust the transparency to ensure that it shows up on the finished printed article. If you are printing on coated stock, you may have to use a slightly darker grey. Red will show up on both coated and uncoated.

Transparent grey should be overlaid on the normal, colour version of the photo.

To use transparent red, place a panel of 100 per cent red over the area of the photo you wish to highlight. Then duplicate the photo and paste in place, cropping the duplicate to the same size as the red panel. Change the blending mode of the photo to Hard Light and reduce the opacity to 70 per cent. This will reduce the colour content of the photo so that it doesn't interfere with the red colour of the panel and make the detail clearer and cleaner. Finally, make sure the red panel is on top of the stack and change its blending mode to Multiply.



Typography – Univers CA

Typography is a strong tool in delivering our identity. Used well, it enables the reader to skim-read through captions, pull-out quotes and introductory copy, as well as absorb more detailed information.

We use two fonts: Serifa and Univers. Serifa is a slab serif version of Univers, based on similar letter shapes, proportions and spacing. This close family relationship ensures that they work harmoniously together while still offering the greater variety that comes from using two fonts.

We have a customised version of Univers. External agencies must own original licences for the generic version of Linotype Univers before Christian Aid can provide modified fonts at no extra charge.

You can purchase Univers (Linotype version) and Serifa (Bitstream versions) at:

www.myfonts.com/fonts/bitstream/serifa

www.myfonts.com/fonts/linotype/univers

We use OpenType fonts, any remaining instances of Postscript fonts should be changed to the new format.

We also have a special version of Univers CA, Univers CA Infant, for children's materials.

Univers CA Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Univers CA Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Univers CA Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Univers CA Light Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Univers CA Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Univers CA Bold Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Typography – Serifa

Serifa Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Serifa Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Serifa Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Serifa Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Serifa Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Typography – additional fonts for Christian Aid News

We have extra weights of Univers for use in Christian Aid News. The magazine uses condensed fonts for some stories to save space and uses Univers Black for some headlines to increase their impact.

Univers LT Pro 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Univers LT Pro 57 Condensed Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Univers LT Pro 67 Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Univers LT Pro 67 Bold Condensed Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Univers LT Pro 75 Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Univers LT Pro 75 Black Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

Typography – headlines and large type

We use Serifa Roman for headings and titles. For memorable titles and headings, use short words and sentences. We are moving away from upper case headlines. **In emergencies and on urgent campaigns materials, you may use upper case. Otherwise, you should now use sentence case (see pages 7 and 8 on volume).**

Please note that the type specifications change slightly when using sentence case, details are shown here.

Standard
type style:
Serifa Roman
sentence
case for titles

word spacing is 75%

tracking is -20

leading is 87%

This style can be used for slightly longer headlines as it remains easy to read, but don't go beyond three lines

URGENT
TYPE
STYLE:
SERIFA
ROMAN
CAPS FOR
TITLES

leading is 80%

tracking is -35

kern out if characters are
nearly touching

word spacing is 80%

DON'T USE THIS STYLE FOR LONG HEADLINES OVER TWO LINES IN LENGTH – IT WILL BECOME DIFFICULT TO READ, AS IN THIS EXAMPLE

Typography – headlines, quotes and large type

Avoid long runs of all-caps text.

Beyond a certain point, generally two or three short lines, it becomes difficult and off-putting to read. If you have a long headline, either go back to the editor and try to get it cut or where this is not possible, use sentence case.

If you are using a long pull quote please put it in sentence case.



Type style – type below 18pt

Serifa

For headings, titles, pull-outs and subheads below 18pt, for example inside publications (see page 14), use Serifa Roman sentence case.

Please don't use Serifa type below 10.5pt. Avoid using orange type as it is difficult to read.

Univers

Univers CA Regular is Christian Aid's second typeface. It is recommended that you do not go below 10 points or above 12 points for body copy. Many of Christian Aid's supporters are in the upper age bracket and it is vital to maintain legibility for this audience (see pages 27–29).

Univers CA Regular should be used for body copy, credits and small captions.

Univers CA Light can be used for larger text such as standfirsts and pull quotes.

Univers CA bold can be used for subheads or to highlight text within body copy.

THIS IS SERIFA ROMAN CAPS AT 18PT

minimum type size for
Serifa Roman caps headings

leading
is 100%

Use Serifa Roman sentence case
for headings and titles.
If you need to highlight a section
use **Serifa Bold sentence case.**

Serifa Roman tracking is
-20 in Adobe programs

Serifa Bold tracking is -10
in Adobe programs

leading
is 115%

Use **Univers CA Bold as subhead**
You can use Univers CA Regular for body copy,
this leading makes it legible.
Sizes of 10–12pt should be used for body copy.

Univers CA Bold
tracking at -10 in Illustrator/
InDesign

Univers CA Roman tracking
at -10 in Illustrator/InDesign,

Univers CA Regular is our standard typeface for body copy. It is recommended that you do not go below 10 points or above 12 points for body copy.

With Univers CA, as a general guide, leading should be at least 115 per cent. (For example: 10/12 points or 11/14pts).

Typography – designing for an older audience

Many of our supporters are in the upper age range so we need to make sure they can easily read our materials.

The best advice on legibility comes from the American Institute of Graphic Arts (AIGA), which builds on the Americans with Disabilities Act.

According to AIGA, people experience two main problems with vision as they age: decreasing brightness and decreasing focus. The optimum typographic solutions to these problems are shown on the following pages.

To test for legibility, photocopy the page. If the photocopy is easy to read, then you can be sure the original is legible.

DO

1. Maximise contrast

Try to avoid light type weights. When focus is reduced, lighter weight fonts have a greater tendency to break up. Always use bold weights for headlines and subheads as bold fonts give excellent contrast.

Try to use fonts against a white background and avoid orange type. Black type is best, but red type on a white background is fine. **Do not use white type on an orange background.**

Light type tends to break up when
your eyesight is not perfect

Regular type holds up better

**Bold type works best for
headlines and subheads**

2. Use plenty of leading

Open leading allows the eye to follow lines of type more easily and more readily identify the next line to read. If lines are too close together the reader may start reading the same line again.

10pt type on 14pt leading

Open leading allows the eye to follow lines of type more easily and more readily identify the next line to read. If lines are too close together the reader may start reading the same line again.



10pt type on 12pt leading

Open leading allows the eye to follow lines of type more easily and more readily identify the next line to read. If lines are too close together the reader may start reading the same line again.



10pt type on 10pt leading

Open leading allows the eye to follow lines of type more easily and more readily identify the next line to read. If lines are too close together the reader may start reading the same line again.



Typography – designing for an older audience

3. Kern

Make sure that your text is evenly spaced. Use optical kerning in InDesign and Illustrator then check that you're happy with the results. If not, particularly on headlines, make further adjustments.

Metric kerning



Optical kerning



Optical kerning evens out the spacing and makes sure that none of the letters crash into each other.

Optical plus manual kerning



To get the type really even, set optical kerning then fine-tune by eye.

4. Letterspace

Pay attention to your tracking – too tight and it's harder to identify letter shapes, too loose and it's harder to spot word shapes, both of which make it harder to read.

Pay attention to your tracking – too tight and it's harder to identify letter shapes, too loose and it's harder to spot word shapes, both of which make it harder to read.

Pay attention to your tracking – too tight and it's harder to identify letter shapes, too loose and it's harder to spot word shapes, both of which make it harder to read.

Pay attention to your tracking – too tight and it's harder to identify letter shapes, too loose and it's harder to spot word shapes, both of which make it harder to read.

5. Where possible use larger type

We have to balance larger type sizes against available space. If you've got a lot of space and only a few words, use 12pt body copy like this. In any case, do not go below 10pt on body copy without permission.

6. Use white space

White space makes your design more open and relaxing to read, which also makes it easier to read. We have to balance this with making economical use of space so don't leave huge empty areas, but well-judged use of space will make your document more legible.

Typography – designing for an older audience

DON'T

1. Use long line lengths

Like tight leading, long lines make it harder to stay focused on the correct place in the text. Line length should ideally be around one and a half alphabets (39 characters). With 10pt body copy this translates to an optimum column width of around 65mm. Remember that this is a rule of thumb and that longer, more involved documents such as reports can stand a longer measure.

2. Use italics unless you absolutely have to

Book titles and foreign phrases should be set in italics but very little else.

Never set long passages in italics, they are very hard to read. This includes long quotes, which you should indent by two em spaces (ie 20 points for 10pt type)

3. USE LOTS OF CAPS

LONG PASSAGES SET IN CAPS ARE MUCH HARDER TO READ, PLEASE DON'T DO IT.

4. Don't use colour on colour

Most of the feedback we get about materials being difficult to read concerns red type on orange backgrounds. **Please do not use coloured type on a coloured background.**

Most of the feedback we get about materials being difficult to read concerns red type on orange backgrounds. **Please do not use coloured type on a coloured background.**



Photography

Photography is a fundamental element of our identity. It is not simply a way of illustrating our materials, it also conveys the ethos of the organisation and helps to define our communications style. This page sets out some basic principles.

First, your photo has to *mean* something. You can check how effective a photo is by placing it without a caption – is it obvious what's happening? If the photo's meaning isn't clear without a caption, please go back to the client and the photos team and ask for an alternative shot.

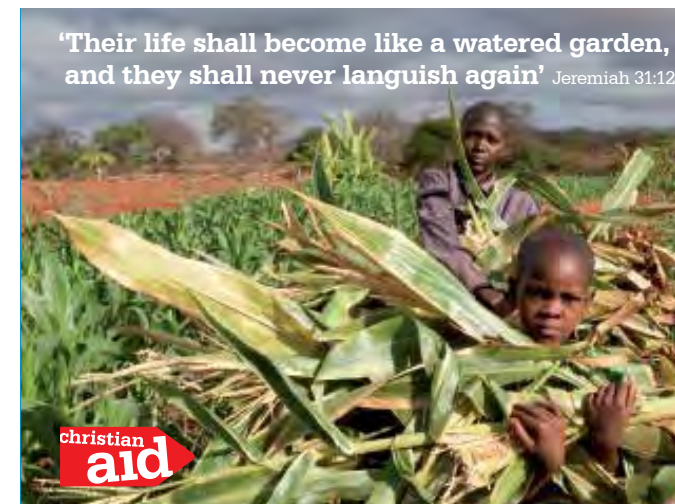
Second, as a general rule an active photo is a better photo. Pictures of activity tell a story, try to avoid shots where the subject is simply looking back at the camera unless the context is clear and there is a real sense of engagement.

Thirdly, your photos should not be exploitative but they should show the reality of the situation. We shouldn't compromise the dignity of our subjects but equally we shouldn't sanitise reality.

All photos must be credited (this is a legal requirement). Place credits in small print (see page 38).



This is an ambiguous photo with little intrinsic meaning. In a different context it would be fine, but here it is being used as the main image on a collecting envelope and doesn't convey any sense of emotion or need.



This photo contains more context and the subjects are doing something that makes the meaning clear: Christian Aid's involvement has enabled them to produce a bumper harvest. Photos should demonstrate action and take a definite standpoint – this one shows clear benefit to the subject and provides evidence of Christian Aid's positive impact.



Illustration style

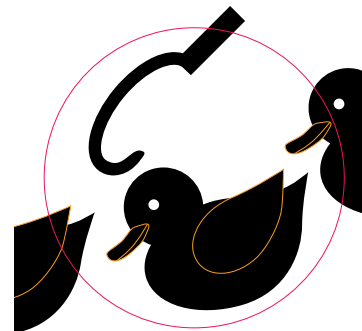
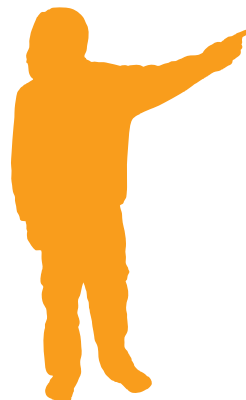
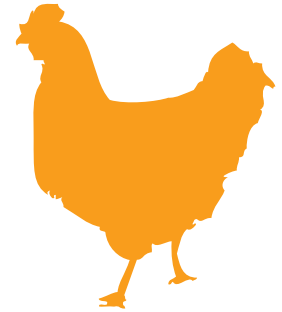
Our illustration style is flat vector graphics. It should add depth and meaning, and not be overly literal.

Please stick to the colour palette in all illustrations.

The Design and art direction team maintains an extensive library of illustrations that have been created for various publications. The library is an excellent starting point – check if we already have an appropriate illustration before starting a new one.

Don't overuse illustration.

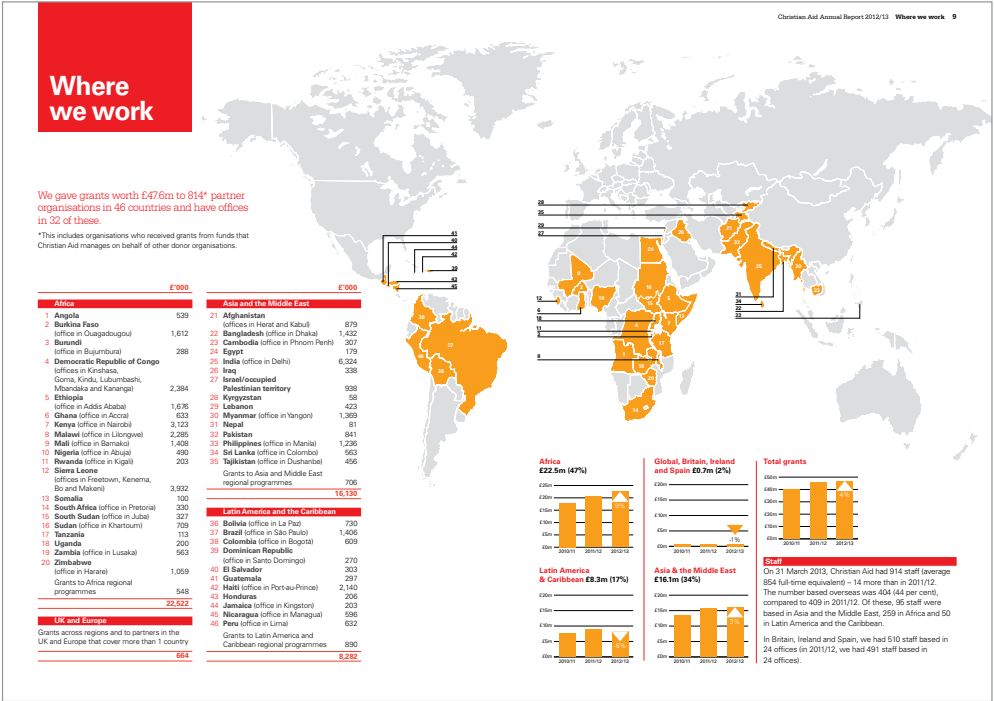
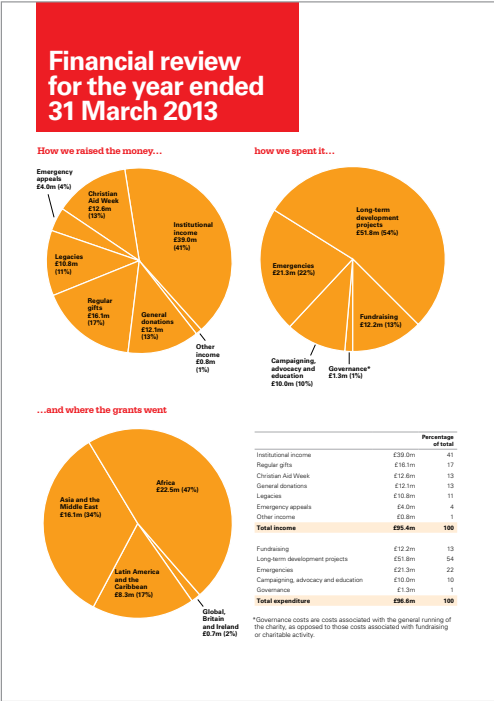
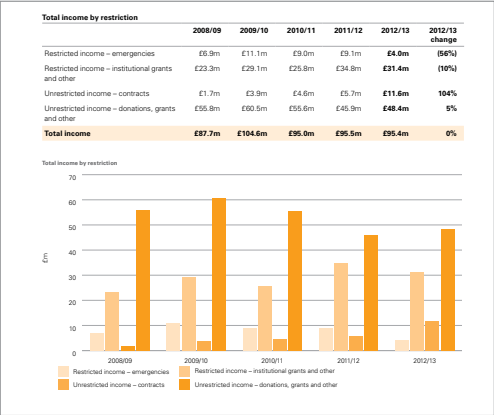
Christian Aid's work offers endless opportunities for photography, and for our communications needs, a photograph will generally be more direct and more effective.



Charts and graphs

Follow the styles shown here for charts and graphs. Most importantly, stick to the Christian Aid colour palette. Tints of orange and grey are fine but please do not use tints of red. Try to use only the minimum number of rules needed to make your table or graph clear. Where possible, avoid vertical rules and use only horizontal ones as this looks cleaner.

Financial charts should never show numbers or currencies in red as this is the convention for showing a loss or a deficit (ie 'in the red').



Social media branding

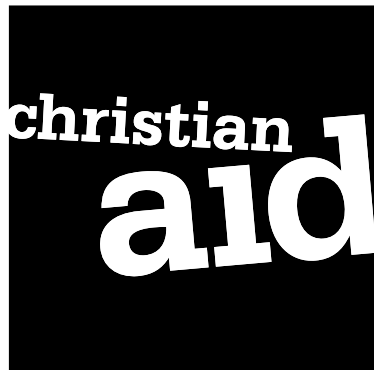
Social media is an increasingly important channel for our communications. We use branding devices appropriate to this channel.



This is the master logo for social media. Use it on the corporate Facebook site, LinkedIn, AudioBoo, YouTube, Flickr and the @christian_aid Twitter feed.



This is for Twitter feed @ca_global



This is for Twitter feed @caid_newswire



This is for area office Twitter feeds.

Mandatory copy

This section sets out the standard copy that we use on our publications. This includes descriptors, small print such as charity numbers, approach and F codes, and photo credits.

Small print

As with any organisation, Christian Aid has to comply with certain legislation and guidelines to demonstrate our legitimacy. This can lead to excessive small print, so always check with editorial that you are using the minimum amount for a given document. **Don't put small print on items that don't need it – Christmas tree baubles, forms that accompany leaflets, adverts in Christian Aid News and so on.**

Charity numbers

The charity numbers should be used on all publications, if there is room. They must be included on items asking for money. You can leave them off smaller items, such as Christmas tree baubles, where they might not fit. Note that there are no full stops between the different listed numbers. Instead, use a double space.

UK registered charity no. 1105851 Company no. 5171525 Scot charity no. SC039150 NI charity no. XR94639 Company no. NI059154 ROI charity no. CHY 6998 Company no. 426928

If the publication is only being used regionally, only the applicable numbers are required. So:

- in Northern Ireland (NI) only, quote only the NI company and charity number followed by the the ROI company and charity number. Never give the NI numbers without the ROI numbers, and vice versa.
- in the Republic of Ireland (ROI) only, quote only the the ROI company and charity number followed by the NI company and charity number
- in Scotland only, quote the Scottish charity number followed by the UK company and charity number
- in England and Wales only, quote only the UK company and charity number
- On items that are exclusively for the Isle of Man, include the following details:

Isle of Man registered charity no. 1125
Company no 5785F.

PLEASE FOLD IN HALF AND MOISTEN STRIP

PLEASE COMPLETE AND RETURN FREE OF CHARGE

1 WEEK IN MAY
20,000 CHURCHES ACROSS
BRITAIN AND IRELAND
£12 MILLION RAISED

HUNDREDS OF THOUSANDS OF PEOPLE
LIFTED OUT OF POVERTY

That was Christian Aid Week 2013.

We need YOUR church to help us change even more lives in 2014.

☐ **YES** I'd like to commit my church to taking part in Christian Aid Week 2014.
Please send me a starter pack (everything you need to get your church involved). *This will be sent to you in the new year.*

☐ I would like a call from my local Christian Aid coordinator so I can find out more.

Title _____ Forename _____
Surname _____
Address _____
Town _____
County _____ Postcode _____
Church name _____
Church address _____
Town _____
County _____ Postcode _____
Your email* _____
Your telephone _____

*Please only include if you are happy to receive emails from Christian Aid

Role in the church (Tick all that apply)

☐ Clergy/Church leader
☐ Christian Aid church rep
☐ Christian Aid Week organiser
☐ Other (please specify) _____

Christian Aid will not pass your details on to any other organisation. If you already receive information from Christian Aid we will continue to send it unless you tell us otherwise by writing to us at PO Box 100, London SE1 7RT.
If you are new to Christian Aid, please tick here if you do not want to receive information from us. ☐

AD18274

PLEASE FOLD IN HALF AND MOISTEN STRIP

This reply form accompanies a leaflet that has full Christian Aid small print on it, so the only items needed here are the the job number, and the approach and F codes.

Descriptors

The core descriptor is our 'Who we are' statement.

This should be included on every publication, where there is room.

The text should not be changed to make new descriptors, but elements can be woven in to body copy.

Make sure that you don't use outdated versions.

'Who we are' statement

Christian Aid is a Christian organisation that insists the world can and must be swiftly changed to one where everyone can live a full life, free from poverty.

We work globally for profound change that eradicates the causes of poverty, striving to achieve equality, dignity and freedom for all, regardless of faith or nationality.

We provide urgent, practical and effective assistance where need is great, tackling the effects of poverty as well as its root causes.

We are a member of ACT Alliance and part of a wider movement for social justice.

We also have a descriptor to accompany the POVERTY OVER device (where required). Do not use this on any document that does not have the PO device. As use of the device is phased out, this will become increasingly rare.

Poverty Over descriptor

Poverty is an outrage against humanity. It robs people of dignity, freedom and hope, of power over their own lives.

Christian Aid has a vision – an end to poverty – and we believe that vision can become a reality. We urge you to join us.

Small print

Trademark information

Where using the Christian Aid logo, the Christian Aid trademark info is needed.

Where using the Poverty Over visual device, the Poverty Over trademark info is also needed.

The Christian Aid name and logo are trademarks of Christian Aid; Poverty Over is a trademark of Christian Aid.

Copyright information

The copyright line should be given on all materials, including the month and year of publication, eg: © Christian Aid August 2013. If the name 'Christian Aid' appears in the sentence that includes the copyright statement then do not 'Christian Aid' after the © symbol.

Job number

Job numbers should go on the back of all materials. This can be five point text in the corner if need be. This makes it possible to locate samples, track materials and order reprints.

F code

F codes appear on all stock items (that is, any item that will be delivered to the warehouse). They should be printed at the bottom of the back cover.

F codes are not needed for printed items that are not stored but are immediately mailed out (often organised by the client team for example) or for items like invitations or small runs that deliver directly to client teams. They are also not used on items that feature in other printed publications (such as adverts).

F codes are supplied by supporter relations to the client team, and should be provided to the editor along with other content.

Versioning: where an item has more than one version (for example, English, Scottish and ROI), then the F codes will have suffixes to reflect these distinctions (eg: F1234A, B or C). For Christian Aid Week, the suffixes particularly relate to the version (eg: F1234E (England), F1234NI (Northern Ireland)).

Approach codes

These codes generally begin with 'A' and will have a long set of numerals following this. They print on items where we need to track where the response has come from. The number of approach codes varies according to audience segmentation.

Approach codes are supplied by supporter relations to the client team who will provide them to the editor along with other content. Please note that any changes to the number of approach codes will affect the versioning and therefore the number of plate changes and cost of production.

Information on paper

Include details of paper used, for example: **Printed on 100 per cent recycled paper.**

URLs

We do not use www on URLs, but all URLs without www must be checked in a browser.

christianaid.org.uk

christianaid.ie [if going out in Ireland]

Please note: no http:// or www. used.

With the UK address, be sure to check that the client has not used a hyphen or dropped off the .uk

Other URLs (use where applicable)

Christian Aid in Wales:
christianaid.org.uk/cymru

Christian Aid in Scotland:
christianaid.org.uk/scotland
christianaid.org.uk/learn
christianaidcollective.org

Please ask digital content editors for hard URLs on printed documents. **All URLs need to be checked, preferably before the design has been started.**

Instead of publishing, for example:
christianaid.org.uk/whatwedo/africa/nigeria.aspx

We should publish:
christianaid.org.uk/nigeria

Standard page furniture in full

UK registered charity no. 1105851
Company no. 5171525 Scot charity no. SC039150
NI charity no. XR94639 Company no. NI059154
ROI charity no. CHY 6998 Company no. 426928
The Christian Aid name and logo are trademarks of Christian Aid. © Christian Aid June 2013

On items that are exclusively for the Isle of Man, include the following details:

Isle of Man registered charity no. 1125 Company no 5785F.

Author credits

We only credit authors on reports and occasional papers. Please refer to the editorial team for further guidance.

Crediting Christian Aid

We credit ourselves when producing work for other organisations. Please add the following text:

With thanks to Christian Aid for editorial, design and production support.

Photo credits

We are changing the way we include photo credits from now on. They should now be included in small print NOT placed on the photos themselves. On items with a small number of photos, include the credits in the standard page furniture:

UK registered charity no. 1105851
Company no. 5171525 Scot charity no. SC039150
NI charity no. XR94639 Company no. NI059154
ROI charity no. CHY 6998 Company no. 426928
The Christian Aid name and logo are trademarks of Christian Aid. © Christian Aid June 2013
Photographs: Christian Aid/Joseph Cabon, Christian Aid/Matthew Gonzalez-Noda

If there are a lot of photos, put a separate list of credits on the inside front cover and include page numbers:

Photographs: Christian Aid/Matthew Gonzalez-Noda (cover), Christian Aid/Joseph Cabon (page 3)

PDF naming

When naming PDFs to go on the web, do so according to SEO guidelines. For the prayer diary for March to June, for example, the filename should be fully descriptive:

prayer-diary-march-june-2013.pdf

We also need to add in wsp into the pdf title for tracking purposes, so the final pdf name should be:

prayer-diary-march-june-2013.wsp.pdf

Technical information

This is where you'll find information about how to get approval for FREEPOST items, how to create cutter guides and other technical guidance.

Designing FREEPOST envelopes

There are very specific rules to follow when designing FREEPOST items.

You will need to obtain approval from Royal Mail. For the approval process see [here](#), for usable FREEPOST addresses, see <http://division/site/er/divn/publishing/creativewiki/Freepost%20address.aspx>

Fonts

You must use a font from the Royal Mail's approved list of machine readable fonts. We have opted to use Letter Gothic and this is installed on all design team computers.



An example of a Royal Mail-approved FREEPOST envelope

Designing reply forms

We are no longer using scannable forms as Supporter relations are not processing forms with scanners any more.

Many supporters found scannable forms a deterrent to responding, but they did encourage people to fill forms in cleanly. So we have developed a solution that still prompts the respondent to fill the form in legibly but provides as much space as possible. The simple solution, as shown right, is to use well-spaced horizontal rules and add short vertical tick marks to encourage people to space out the letters.

Including a Gift Aid declaration

The Gift Aid declaration should always appear on the front face of forms. This lessens the likelihood of a supporter failing to photocopy the Gift Aid portion of a form.

Always check with the client and supporter relations teams whether Gift Aid declarations will be processed. It's no use including this information if the data will not be captured.

Title		Forename	
Surname			
Address			
Town			
County		Postcode	
Church name			
Church address			
Town			
County		Postcode	
Your email*			
	*Please only include if you are happy to receive emails from Christian Aid		
Your telephone			

Non-printing layers in PDFs



A PDF could use blocks of colour or a background colour like above.



When the file is downloaded and sent to print these layers will not print to save ink.

Non-printing layers can be used on online PDFs so we can have full-colour and print-friendly PDFs within the same file. Background colours can be placed on a non-printing layer so, when sent to print, the file automatically removes the specified layer. This saves ink, increases legibility and makes files more suitable for photocopying.

When exporting the PDF the 'Create Acrobat Layers' option must be turned on in InDesign. The Layer Properties must then be adjusted in Acrobat Pro to set the background layer to be visible but not print.

NB: This only works if the file is downloaded from the website and opened in a PDF reader, if the file is opened and viewed within a web browser page, it will still print the background.

Cutter guides

If your item has a die cut or otherwise needs a cutter guide, eg stickers, please follow this guidance.

Tolerances on die-cut items are up to 3mm in any direction, so treat the item to be cut out as if it has an inner and an outer bleed of 3mm (6mm in total). The error will probably not reach the full 3mm but you must allow for this extreme case.

If you are designing a sheet of stickers, please create a cutter guide for the whole sheet so that it matches the placement of the designs. If you leave this up to the printer there is a much greater risk that the job will go wrong.



This sticker has been designed with a narrow black border. The cutter guide is shown in green. The border is only 2mm wide and there is no bleed outside the edge of the sticker. A 3mm error would lead to the result shown below.



This sticker has been designed with 3mm external bleed and the live matter kept well away from the edges. The effect of a 3mm error is shown below – it's not perfect, but the live matter is preserved and no unintended white space is introduced.



Communicating designs to clients

Many of our materials such as donation envelopes, collecting boxes and other fundraising mechanisms use bespoke formats. It is crucial that the client is able to check how the finished product will look to ensure that there

are no problems such as text wrapping
on to the back of an envelope.

As we use a soft-proofing system to show work to the client, you must include non-printing guides on your

proofs showing all folds. Additionally, when the design has firmed up you must produce a hard-copy mock-up to ensure that the design will work properly.

These considerations do not apply to conventional formats such as posters, postcards and booklets.

Your details

Please don't forget to complete the Gift Aid and address sections so we can make the most of your donation!

Title _____ Forename _____

Surname _____

Address 1 _____

Address 2 _____

Town _____

Postcode _____

Email* _____

*Please complete if you are happy to receive emails about Christian Aid's work. You can unsubscribe at any time.

Christian Aid will not pass your details on to any other organisation. If you already receive information from Christian Aid we will continue to send it unless you tell us otherwise by writing to us at PO Box 100, London, SE1 7YT.
If you are new to Christian Aid, please tick here if you do not want to receive information from us ☐

giftaid it ☐ **Tick here.** I want all donations I have made to Christian Aid in the past four years and any donations I make in the future to be Gift Aided until I notify you otherwise. I understand that I must pay an amount of UK income tax and/or capital gains tax at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for that tax year (currently 25p for every £1 given). The tax year is 6 April one year to 5 April the next.

Today's date

Please notify Christian Aid if your contact details change, if you wish to cancel your declaration or no longer pay sufficient tax to cover the Gift Aid on your donations.

A018025



2

PERFORATION

Thank you

Freeport Plus RSUR-YLHT-BXTE
Christian Aid
35-41 Lower Marsh
London
SE1 7RL

'For the entire law is fulfilled in keeping this one command:
'Love your neighbour as yourself'.'

Galatians 5:14 (NIV)





**YOUR GIFT
A BETTER FUTURE**

Join us today to make a difference

christian aid

Image caption: Children play in Matopos, a slum in Kenya's capital, Nairobi
UK registered charity no. 1105881 Company no. 5171525 Scott charity no. XRM4639 Company no. 16509154 ROJ charity no. CAY 8984 Company no. 026026 The Christian Aid name and logo are trademarks of Christian Aid
© Christian Aid September 2013 Printed on 100 per cent recycled paper 14-027-J1616 P2243

Indicate folds, perforation lines, die-cuts etc. in a distinctive, non-printing colour so that clients can check that they will be getting what they expect back from the printer

Co-branding

Many of Christian Aid's publications carry other logos. The reasons for this are described below. Examples are shown on following pages.

Coalition work

Christian Aid is a member of several coalitions. Some of these, such as ACT Alliance, are permanent groups. Others, such as the Disasters Emergency Committee (DEC), are permanent groups but are only active during emergencies.

Still others, such as the IF campaign, are temporary coalitions that last for the duration of a particular campaign.

Finally, Christian Aid joins other charities in ad hoc unbranded groupings to publish joint research. This is a special case and involves creating bespoke design schemes that differ from all of the partners' identities to create a neutral scheme.

Partners

Christian Aid works through partner organisations and we occasionally produce materials in collaboration with them.

Endorsement

Some areas of our work are endorsed by organisations such as the Fundraising Standards Board (FRSB) and the Humanitarian Accountability Partnership (HAP).

The FRSB logo should be used on any fundraising materials that make an explicit request for a donation or participation in an activity that results in a donation. It assures readers that our fundraising work meets or exceeds industry standards.

The HAP logo should be included on documents related to humanitarian aid programmes.

Institutional funding

Christian Aid receives funding from institutions and government bodies such as UK aid and the European Union. There is an expectation that we acknowledge donor's support in our communications. In many cases, we have to display the funder's logo and/or provide written acknowledgement.

UK aid visibility guidelines are available here: http://division/site/er/divn/iic/idcu/Shared%20Documents/Donor%20visibility/UKaid_Partners_0310.pdf

For further information and sign off, contact IDCU.

Affinity partnerships

Christian Aid has a number of relationships with companies where we endorse their products and they make a donation to us in return (this is known as an affinity partnership). See page 54 for guidance on designing adverts to publicise these partnerships.

Co-branding – ACT Alliance

ACT Alliance

ACT Alliance (ACT) is a coalition of more than 140 churches and affiliated organisations engaged in humanitarian, development and advocacy work. We are increasing the prominence of the ACT co-brand and copy from now on.

ACT Alliance co-branding appears on all website footers, business stationery and press releases (except during a

DEC appeal where we are not also partnering with ACT).

In addition to all Christian Aid reports (annual, media, policy, occasional papers and so on), we now apply co-branding to fundraising materials destined for a UK and/or Ireland audience – either as a logo for large projects or as a reference in the small print of the item: 'Christian Aid is a member of ACT Alliance'.

Guidance on how the ACT name and brand is used on country office materials varies country by country. For country office materials, please liaise with the International Communications Advisor in the International Donor Communications Unit.

Christian Aid is a member of

actalliance

In reports

The ACT logo is placed on the inside front cover where possible. It is used with the phrase 'Christian Aid is a member of'. The arrangement shown here is available as an eps file.

miraculous journey of hope, peace, love and joy that people like you made possible.

- On our website, you will find specially prepared Advent resources, suitable for individuals or small groups, which focus on countries across the world. They contain inspiring stories of hope and progress and will assist you in your Advent preparations. Go to christianaid.org.uk/christmas
- You will find an update on Waleed's progress online, too. Photos are also available to be shared with your church.

Thank you so much for your continued support. You are helping to make Christmas a time of peace and healing for families across the world.


Catherine Loy
Head of Church Participation, Christian Aid

 PO Box 100, London SE1 7RT • Telephone: 020 7620 4444 • Email: info@christian-aid.org • christianaid.org.uk

Christian Aid is a member of
actalliance

UK registered charity no. 1105861 Company no. 5171525 Scotland charity no. SC039160 NI charity no. XRF4639 Company no. N1059154 ROI charity no. CHY 6998 Company no. 426928
The Christian Aid name and logo are trademarks of Christian Aid. © Christian Aid August 2013 14-068-J1694

The ACT logo is used on all Christian Aid letterheads.

It's important that ACT's logo is given due prominence but it shouldn't be of equal status to Christian Aid's. We need to show Christian Aid's membership of the alliance but avoid the impression that the document is a joint publication between ourselves and ACT. The ACT logo, therefore, needs to be well separated from our logo and not shown in an arrangement that could be misinterpreted as full co-branding.

Don't align the ACT logo with Christian Aid's and, where possible, don't put it on the same page or spread. If it does have to go on the same page as the Christian Aid logo, make sure that our logo is significantly larger and occupies the more prominent position.

Don't put the ACT logo in prime branding locations such as the front or back cover. The only exception to this is the annual report where the ACT logo appears on the back cover.



Christian Aid is a member of

actalliance



Christian Aid is a member of

actalliance



Don't give the ACT Alliance logo equal prominence with the Christian Aid logo. Don't stack them together or otherwise put them in close proximity.

Co-branding – DEC

When the DEC calls a period of joint action all Christian Aid publications, both print and digital, connected to the emergency are subject to strict guidelines about showing our membership of the organisation. There are a couple of examples below and detailed guidance can be found [here](#).



Large item logo



Small item logo

**CHRISTIAN AID
DEC MEMBER**

**TOGETHER
WE'RE
STRONGER**

**CHRISTIAN AID
DEC MEMBER**



Facebook banner



Christian Aid website hero banner

**EMERGENCY
APPEAL
POSTER**

**GAZA AND
MIDDLE
EAST CRISIS
APPEAL**

Following conflict in Gaza, Israel and Syria, hundreds of thousands of people urgently need basic supplies, medical care and trauma counselling.

Without an immediate response, the human cost of conflict will soar.

Christian Aid is already responding.

Please give generously.

Hand in your Gift Aid envelope to your church representative.
Or call free now, text or give online:

08080 004 004
Text HELP to 70007 to donate £5*
christianaid.org.uk/emergency

DISASTERS EMERGENCY COMMITTEE

CHRISTIAN AID

This type has been reduced in size compared to the non-DEC emergency version

The rest of the poster remains as is

DEC logo in black. This is the same height as the Christian Aid logo. It is placed on the template in the correct size and position so won't require any further action.

*You will be charged 45p a line standard text. Christian Aid will receive a minimum of 10p per line. The remaining 40p you agree that we may control you or future, unless you opt out of this. To opt out, please contact us on 0800 004 004.

UK registered charity no. 1054661. Companies no. 5171648. Non-charity no. 5120846. No liability for financial consequences of religious discrimination. CIPR 1000. Companies no. 208029. The Christian Aid name and logo are trademarks of Christian Aid. Poverty Quake is a trademark of Christian Aid. © Christian Aid, 2013. 13/000-0000

A page from the guidelines

Co-branding – joint campaigns

Joint campaigns

Christian Aid sometimes joins large coalitions of charities to campaign jointly on large-scale campaigns. The most recent of these was the IF campaign. In these circumstances, the coalition will most likely have its own identity and there are two considerations here. Firstly, Christian Aid will be one of the biggest charities involved in the campaign and may be asked to produce materials for the coalition as a whole. In these circumstances you should follow the guidelines provided by the coalition. Secondly, Christian Aid may wish to produce its own materials under the umbrella of the campaign. In this case, you should follow standard Christian Aid guidelines and templates but ensure that the coalition's logo is given due prominence.



Items designed and produced by Christian Aid on behalf of the joint campaign use the campaign's identity



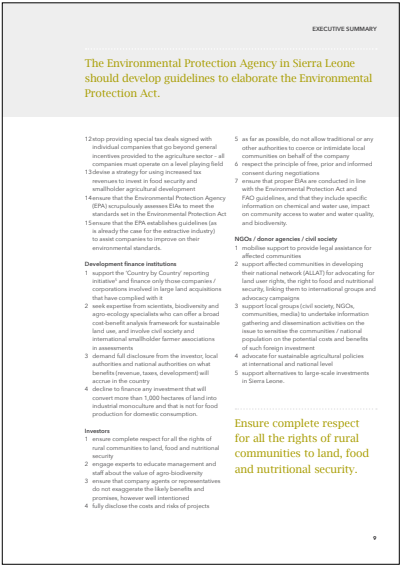
Items designed and produced by Christian Aid on its own behalf but aligned with the campaign use the standard Christian Aid identity but include the campaign logo at the same size as the Christian Aid logo

Co-branding – ad hoc groups

Christian Aid often works in ad hoc groups of development charities in order to publish joint research and campaign on specific issues of joint interest. Each temporary grouping will require its own bespoke graphic identity for the duration of the project. This will probably not involve a logo, but the creation of a light touch identity with typefaces and colours that, where possible, differ from those of the organisations involved.

The aim is to create a look and feel that is neutral and equally acceptable to all parties. This page shows an example of such work.

Logos, in particular, should be treated equally with none dominating.

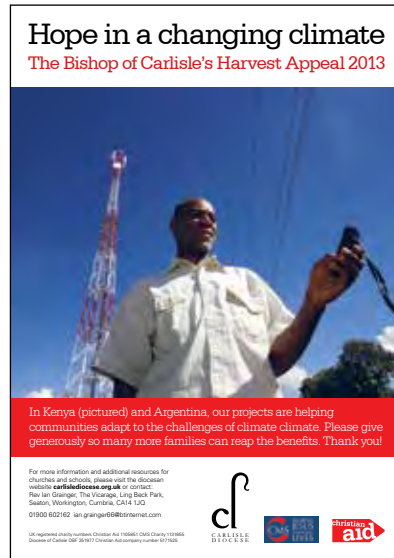


Typefaces and colours are chosen specifically for the job on the basis that they do not echo the identity of any of the coalition partners.

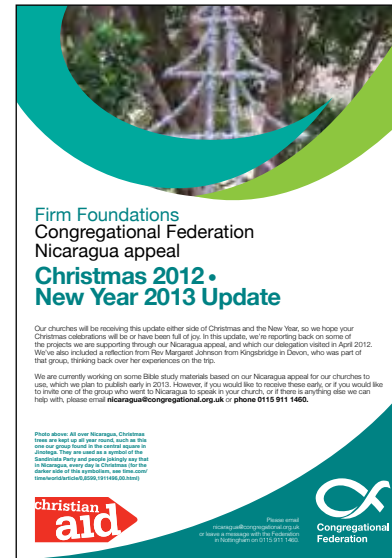
When showing the logos of participating organisations, it is crucial that all organisations are giving equal weighting. If you make all the logos the same size and one or two are clearly dominating, adjust the sizes by eye so that they all look similar.

Co-branding – diocesan appeals

Christian Aid runs appeals with a number of dioceses around the UK. These are designed inhouse by the Design and art direction team but do not have to use the Christian Aid identity in its entirety. They may use our typefaces and design templates, but the colours and logos may come from the diocese. Some examples are shown here. These communications are in support of Christian Aid but are effectively products of the dioceses. They must carry a Christian Aid logo. Given the need for co-branding on these items, it is easy for them to become too busy. The design principles (page x) apply to these materials as much as any other, so work with the client to ensure that the design is clean and effective.



Good examples – clean and clear



Bad examples – too busy and too much text



Co-branding – endorsement

This page shows examples of how to use the Fundraising Standards Board (FRSB) and Humanitarian Accountability Partnership (HAP) logos on Christian Aid materials.

Can't attend my Quizaid?

If you are unable to attend my Quizaid but would like to make a donation to Christian Aid, please return this completed slip to Freepost RSUR-YST5-AQU, Events Fundraising Team, Christian Aid, 35-41 Lower Marsh, London SE1 7YU.

Please accept my cheque, made payable to Christian Aid of £ _____

Or please debit £ _____ from my account as follows

Card number

Valid from / / Expiry date / /

Security code Issue no.

Signature Date

Company/Christian Aid committee/Church name

Address

Town

Postcode

Email

giftaid it

Make your gift worth 25 per cent more, at no extra cost to you

☐ Just tick. I want all donations I have made to Christian Aid in the past four years, and any donations I make in the future, to be Gift Aided until I notify you otherwise.

☐ Just tick. I want all donations I have made to Christian Aid in the past four years, and any donations I make in the future, to be Gift Aided until I notify you otherwise.

To qualify for Gift Aid, you must pay an amount of UK income tax and/or capital gains tax at least equal to the tax that all the charities or Community Amateur Sports Clubs (CASCs) that you donate to will reclaim on your gift for that tax year (usually 25p for every £1 given). Tax year is 6 April one year to 5 April the next.

If you have already made a Gift Aid declaration, thank you!

Christian Aid will not pass your details on to any other organisation. If you already receive information from Christian Aid we will continue to send it unless you tell us otherwise by writing to us at PO Box 100, London SE1 7YT. If you are new to Christian Aid, please tick here if you do not want to receive marketing information from us ☐

christianaid.org.uk

UK registered charity no. 1050611 Company no. 5171025
Scottish charity no. SC020102 NI charity no. NI04603
Company no. 1050611 RCI charity no. CHY 6596
Company no. 1050611

The Christian Aid name and logo are registered trademarks of Christian Aid. Poverty Deed is a trademark of Christian Aid. © Christian Aid June 2013 14-020-1485

Team, Christian Aid, 35-41 Lower Marsh, London SE1 7YU.

Alternatively, you can make a donation online using a credit or debit card, by visiting christianaid.org.uk/quizaid

Make your gift worth 25 per cent more, at no extra cost to you.

☐ Just tick. I want all donations I have made to Christian Aid in the past four years, and any donations I make in the future, to be Gift Aided until I notify you otherwise.

To qualify for Gift Aid, you must pay an amount of UK income tax and/or capital gains tax at least equal to the tax that all the charities or Community Amateur Sports Clubs (CASCs) that you donate to will reclaim on your gift for that tax year (usually 25p for every £1 given). Tax year is 6 April one year to 5 April the next.

If you have already made a Gift Aid declaration, thank you!

Here is my donation of £ _____

Signature _____ Date _____

 FRSB logo

FRSB

The FRSB logo should be used on fundraising materials. If there is a response device the logo should be placed on or near it. On future jobs please use the new version of the logo (shown below).



HAP

The HAP logo (shown below) should be used on materials in countries which have achieved HAP certification. Please ensure that it is placed away from the Christian Aid logo so that it is simply an endorsement and can't be misinterpreted as joint branding.

Our partners in Colombia

ABC Colombia
Corporación Cactus
Cadenabaja Centro de Estudios del Tolimé
Coordinación Colombia Europa Estados Unidos (CCEEI)
Comisión Intersectorial Justicia y Paz
Corporación Colectiva de Abogados José Alvar Restrepo (CAJARI)
Corporación Colectiva de Abogados Luis Carlos Pineda (COLCOP)
Cesambiente (Corporación Buen Ambiente)
Diálogo Inter-Agencial en Colombia (DIAL)
Oficina Internacional de las Donaciones Humanitarias Acción Colombia (OIHACOL)
Prestador Social Colombiano de Calidad
Pescos Brigadas Internacionales (PBI)
Programa de Desarrollo y Paz del Magdalena Medio

Contact us

For more information on Christian Aid Colombia please contact us.

Christian Aid Colombia
Cra 7 No. 32-83
Oficina 901
Bogotá, Colombia
T: +57 1 2651695
E: colombia-ir@christianaid.org
W: christianaid.org.uk/colombia



Information



HAP logo

Front-cover photo: To protect themselves from violence and stand up for their rights, communities have established Humanitarian Zones, to which those bearing arms are denied entry. These zones are based on the principle of distinction between civilians and combatants under International Humanitarian Law and are recognised by the Inter-American Court of Human Rights.

Christian Aid/Matt Gonzalez-Noda

actalliance

christian aid

UK registered charity no. 1050611 Company no. 5171025
Scottish charity no. SC020102 NI charity no. NI04603
Company no. 1050611 RCI charity no. CHY 6596
Company no. 1050611

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Co-branding – funders

Some of our programmes are funded by bodies such as DFID, the EU and USAID. In each case the funding agreement will contain stipulations about donor visibility and these must be followed.

UK Government-funded projects

According to their brand guidelines, the following is how we should refer to support or funding from DFID in publications, on websites and other materials:

- Supported/funded by UK aid. (not UKAid, UKaid or UK Aid)
- Supported/funded by the UK Government. (not DFID).

However, please note UK Aid Match should all start with caps.

On materials produced with DFID funding:

‘This material has been funded by UK aid from the UK Government, however the views expressed do not necessarily reflect the UK Government’s official policies.’

If you need to use the UK aid logo on websites, resources, materials or publications funded through DFID, you must ask DFID’s permission first.

Please get in touch with IDCU for sign off related to materials featuring DFID funded programmes and projects.

The ENCISS newsletter is compiled and published in Freetown by ENCISS. If you wish to submit news items or articles for publication, please call +232 (0)76 404 541 or email pbeckley@enciss-sl.org

Shaping the future

Highlights of 2013 so far have included the launch of the National Commission for People with Disability by HE President Dr Ernest Bai Koroma. The aim is for the commission to be represented in every district and to work closely with local councils to advance the cause of people living with disability. ENCISS grants and groups working on disability rights will monitor the commission to ensure there is progress in spearheading government programmes on disability issues.

Speaking at a recent ENCISS CSO forum, the Minister for Social Welfare, Gender and Children's Affairs, Mr Mojeah Kaka, committed to revive efforts to pass the stalled Gender Equality Bill into law, which could have the potential to boost the participation of women in decision-making.

In February, 16 CSO representatives to the thematic working groups that have been helping to shape the government's Poverty Reduction Strategy Paper 3 reported back on progress to date.

About ENCISS

The ENCISS programme is funded by the UKaid from the UK government and the European Union, and is managed by Christian Aid. This is the third phase of the ENCISS programme, and has now been extended to run until September 2014.

The ENCISS approach has been to build the capacity of civil society and government organisations in five thematic areas: decentralisation, gender, youth, justice and the 2012 elections. ENCISS has awarded 244 grants worth over £3.8m.

As well as grant making, the ENCISS 'enhancing impact' approach has built grantee capacity in the following ways:

- by providing platforms and opportunities for grantees to engage with local and state government
- by providing a comprehensive capacity-building programme for all grantees, covering financial management, monitoring and evaluation, and strategic communications.

Viewpoint: Desmond Bangura, former councillor in Ward 6

Desmond Bangura was a councillor for four years and believes that the new approach to planning by Bombali District Council is making a difference in his community. The council hired a facilitator to run focus group discussions.

The facilitator is very different, especially the focus group approach. We did not know how to do that. The intervention of the district council actually enriched the process. In groups, people would distribute their needs and we ranked them in the bigger group.

'My people are now convinced that if they come to a meeting, something will come out of it so they are now more likely to come to meetings. The ENCISS support has led to that.'

'When we take them [the community] through these processes, we now feel that we owe them an obligation. This even makes feedback easier because the communities themselves are in the position to check on progress.'

'We now feel the presence of the council and are able to appreciate their work. They are listening to me and they are listening to the people.'

Contact ENCISS

ENCISS can be contacted if you need further clarification about who we are and what we do in relation to our focus areas of governance, gender equality, decentralisation and local development, and justice and security.

Visit the ENCISS resource centres at the following locations:

Southern Province: Bo/Bonthe District, ENCISS Bo office, 160 Tikonko Road, Bo. Mobile: +232 (0)76 727 955

Northern Province: Bombali District, ENCISS Makeni office, 15 Barracks Road, Off Azzolini Highway Makeni. Mobile: +232 (0)76 688 847

Eastern Province: Kenema District, ENCISS Kenema office, 51 Biama Road, White House. Mobile: +232 (0)76 991 053

Western Area: ENCISS Freetown office, c Old Railway Line, Brookfields, Freetown. Tel: 225758; mobile: +232 (0)78 888 008

• Email us at info@enciss-sl.org

• Visit enciss-sl.org

ENCISS is supported by: ENCISS is managed by:

This ENCISS newsletter shows the programme funders, UKAID and the EU, in conjunction with but separate to the Christian Aid logo. The difference in roles is also clearly indicated by the text labels.

Empowering communities

Local people are being empowered by the improvements to the district's health system. In July 2013, women from the Kaliah Women in Governance Network came to thank Christian Aid staff in Sierra Leone for their support. They said: 'Women are recognised in decision making in Kaliah because Christian Aid supported SEND to empower us. Today, we are in Freetown to meet with political parties, the government and the media on our own because of the advocacy skills that SEND provided us with. We are using them and we are very grateful.'

These positive changes are increasing accountability and transparency within healthcare provision, and are also strengthening people's knowledge of health issues, especially maternal health. This progress enables PHUs to promote and move towards achieving the eight Millennium Development Goals (MDGs) that cover this area, particularly:

- promoting gender equality and empowering women
- reducing child mortality rates
- improving maternal health.

The MDGs are a key part of efforts to eradicate poverty – and thanks to your support, this project is helping to make this a reality in Sierra Leone.

New from Sierra Leone

In the last update, we mentioned that Sierra Leone was in the middle of elections. International observers declared the elections peaceful and transparent, and the incumbent Ernest Bai Koroma secured a second presidential term with almost 59 per cent of the vote: he has pledged to 'continue to attract investment' and 'continue to fight corruption'. It was the first post-war election organised by Sierra Leone itself, rather than by the United Nations.

In other news, in the past year the World Bank and the Japanese government both awarded grants to Sierra Leone, to improve and widen the country's power supply. The US\$16m World Bank grant concentrates on electricity supply in Freetown, the capital, and on pilot projects to supply rural areas with electricity. The Japanese government grant, worth US\$13.97m, is also funding the Freetown power distribution project, which aims to improve living standards.

Another positive development has been the partnership between Sierra Leone's Ministry of Agriculture and the Food and Agriculture Organization of the United Nations (FAO), to improve small-scale farming. They are working together to provide farmers with access to processing equipment and storage facilities, to improve access to markets, and to offer support to socially responsible investors.

Points for prayer

Please pray with us for Sierra Leone and the projects that help people to achieve a better way of life:

- Give thanks for the health centres providing simple but effective healthcare to those who need it.
- Pray for all the families who are expecting and have recently had children, that their daughters and sons will grow up healthy, happy, fulfilled and free from poverty.
- Pray that the Millennium Development Goals and the development agenda that follows will contribute to the eradication of poverty and a world that is fair and just.

If there is any way we can help your group, please email communitypartnerships@christian-aid.org, visit christianaid.org.uk/partnerships or contact your local Christian Aid office.

This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of Christian Aid and use in no way be taken to reflect the views of the European Union. UK registered charity no. 1105851 Company no. 5171625. Scott charity no. SC039160. The Christian Aid name and logo are trademarks of Christian Aid. Poverty Over is a trademark of Christian Aid. © Christian Aid July 2013 14-07-13718

This newsletter about a healthcare project in Sierra Leone includes the EU flag and wording showing that the publication has been produced with the assistance of the European Union.

Co-branding – affinity partnerships

Christian Aid has a number of relationships with companies where we endorse their products and they make a donation to us in return (this is known as an affinity partnership). The example shown here shows the elements that make up the affinity visual scheme.

It's a sizzler!

Buy healthy ethical sausages from the Good Little Company (GLC) and help raise money for Christian Aid's work around the world.

For every packet of sausages you buy, the GLC will donate 7p to Christian Aid. This could help poor communities grow the food they need to overcome hunger and poverty.

GLC sausages are available in more than 150 Waitrose stores across Britain, and selected Tesco stores in Northern Ireland. For your nearest store location, check the map on goodlittlecompany.com

And if you join the Good Little Company on Facebook they will donate an extra 7p to Christian Aid: facebook.com/goodlittlecompany

The Good Little Company

christian aid



Fight climate change
Switch to Ecotricity

Our climate is changing: extremes of flooding and drought are threatening the survival of some of the world's poorest people. By choosing green energy from Ecotricity, you can combat climate change and raise money for Christian Aid at the same time.

Switch your gas and electricity supply to Ecotricity and Christian Aid will receive up to £60.

Choose Ecotricity for your business or church and up to £150 will go to Christian Aid.

To make a difference, call free on 0800 0302 302 and quote 'Christian Aid' or visit ecotricity.co.uk/christian-aid

Ecotricity

christian aid



Try AquaAid water coolers and help end poverty

Over the past 10 years, companies have reduced their own costs and helped to raise more than £2.5m for Christian Aid by choosing AquaAid water coolers.

Enjoy AquaAid water coolers on a week's free trial, and AquaAid will donate **£20** to Christian Aid.

Quote this advertisement when ordering, to guarantee the donation.

For more information, just call **01223 508109** or visit aquaidwatercoolers.co.uk

AQUAid

christian aid



Company name vertically in orange box with small Christian Aid logo

Photo frame in shape that suggests the product

Extra colour appropriate to product (see other examples to left)

Company's logo

Christian Aid linked brands

Christian Aid has four linked brands: Christian Aid Collective, InspirAction, Change Alliance and Present Aid. This section shows the basic branding schemes for each entity.

Christian Aid Collective

Christian Aid runs a youth initiative called the Christian Aid Collective. The Collective has its own logo, fonts, colours and design ethos. The identity guidelines for the Collective will be included in the next edition of this guide.

The Collective remains part of Christian Aid and all materials should reflect this by including the following wording:

Christian Aid Collective is Christian Aid's youth focus, supporting young people in partnership to end world poverty.

You should also include Christian Aid's charity numbers.



Present Aid

Christian Aid runs an ethical gift-giving scheme called Present Aid. The main channel for this initiative is the website, presentaid.org, which currently has its own design rules. From September 2013 onwards, any new Present Aid templates should be designed in line with the core visual identity.

Examples will be shown in the next version of these guidelines, along with advice on how to implement them.



InspirAction logo

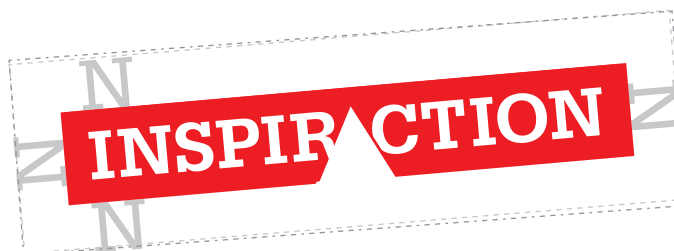
InspirAction is the name and logo we use for Christian Aid in Spain, part of Christian Aid International. Both organisations share the same brand positioning and values. Use of the InspirAction name and logo outside Spain is not currently permitted.

The name derives from the words 'Inspire' and 'Action' so when using upper and lower case, the 'A' should always be written as a capital (InspirAction). The master logo is red and white (1).

The secondary versions (examples 3 and 4) can be used for stand-out in certain contexts. Use our red logo where possible.

Angle and minimum exclusion area

The logo sits at a 5° angle. Leave at least the height of 'N' (in diagram right) around it when using it with other organisations' logos or in a layout.



Change Alliance logo

Change Alliance is a wholly-owned subsidiary of Christian Aid in India. The logo comes in Christian Aid red (CMYK or Pantone 485) and black versions.

The logo is available in both eps and jpeg format from the design and art direction team.



Christian Aid contract brands

Christian Aid manages a growing number of large service contracts and programmes. Each of these has its own distinct brand identity and guidelines.

Service contract brands

Christian Aid manages a growing number of large service contracts and programmes. Each of these has its own distinct brand identity and guidelines.

The links below will take you to the relevant guidelines.

- DRC [CSF](#)
- India [PACS](#)
- Malawi [ECRP](#)
- Nigeria [V2P](#)
- Sierra Leone [ENCISS](#)



Alain Djate
Communications Manager
Avenue du Commerce No 1398,
Kinshasa Gombe, BP 11.100,
Kinshasa 1
Tel: +243 8188 04744
Mobile: xxxxxxxx
Email: adjate@fsc-rdc.org
www.fsc-rdc.org

 **FSC** Fonds Société Civile
pour la Bonne Gouvernance



VOICE TO THE PEOPLE
Making governance work for poor and marginalised people

Corporate visual identity guidelines

December 2012



**OUR RIGHTS,
OUR VOICE**



DFID Department for International Development



 **Young people speak out**
Go to page 2

Presidential Gold Medal Award Winner - 2013

Edition 4
July 2013
Published in
Freetown

ENCISS news

Putting citizens' voices at the heart of local government



Frank Kusu, development planning officer, Bombali District Council

With support from ENCISSE, councils across Sierra Leone have engaged citizens in the process of creating development plans. Including local citizens in development discussions is helping councils across Sierra Leone to prioritise funding and make decisions based on needs that communities themselves identify. In Bombali District Council, which covers 13 chiefdoms and 27 wards, citizens actively participated in the recent review of the council's development plan.

According to development planning officer Frank Kusu, previously the council's only source of information had been what they were told by councillors, because they did not have resources to carry out ward-level consultations with citizens.

'The ENCISSE grant meant that we could go into the communities'

Regulars P2 ENCISSE update P3 Message from the director P4 Viewpoint

POVERTY OVER

This section shows how to use the
POVERTY OVER symbol and wording,
although this will be increasingly rare.

POVERTY OVER

As Christian Aid moves to its new Partnership for Change strategy, the emphasis on Poverty Over is reduced.

The default position is now to omit the device except where there is a definite need for it.

It remains an element of the identity, but should only be used when the project directly mentions Poverty Over in the body copy.

Do not use the Poverty Over device in copy. The only exception to this rule is that it may be used in report titles or in headlines, where it can be a direct replacement for the word 'poverty'.

All versions of the Poverty Over graphic device are available in eps form and should not be recreated. Do not try to mimic the device in the text.

Any documents that include the device should include the statement 'Poverty Over is a trademark of Christian Aid'.

POVERTY

POVERTY

Recommended minimum size is 60mm wide.

POVERTY

POVERTY

POVERTY

POVERTY

POVERTY

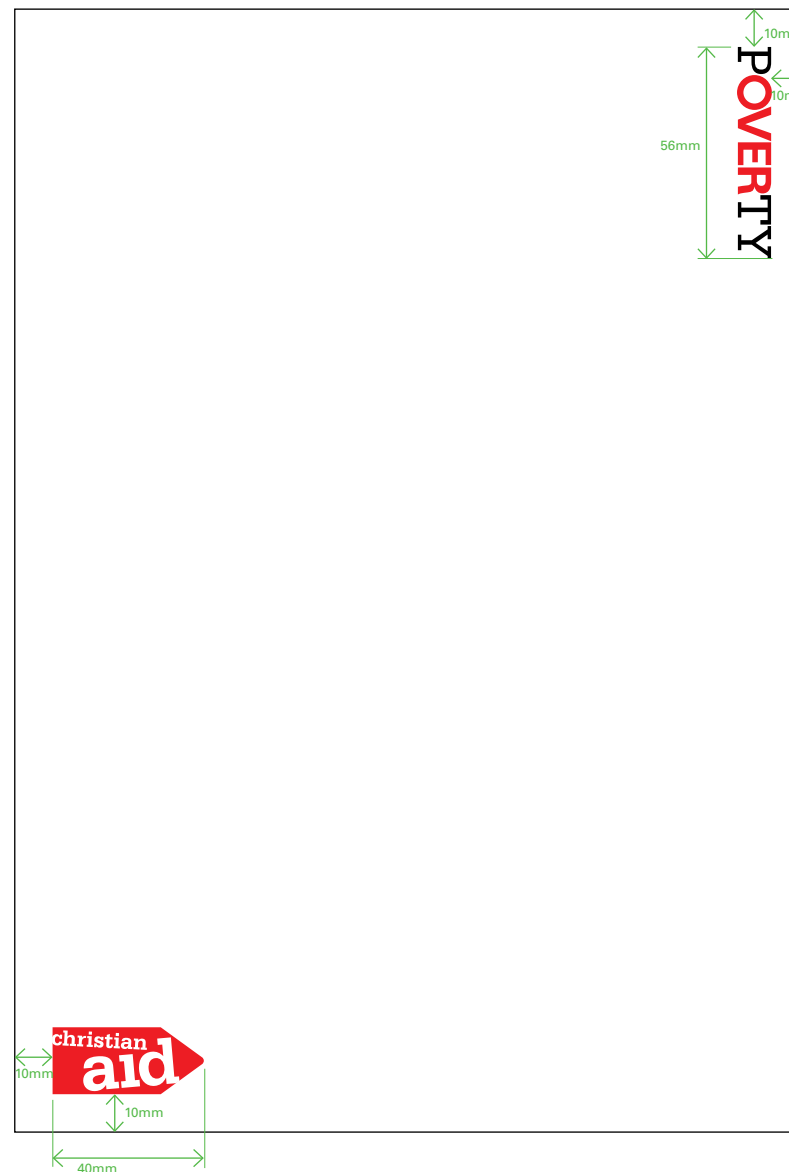
Positioning the POVERTY OVER device

When designing new documents that include both the Christian Aid logo and the POVERTY OVER device please follow these guidelines.

Place the Christian Aid logo and the Poverty Over graphic device in opposite corners unless the device appears in a headline. The graphic device should always appear on the right-hand side positioned vertically. The logo and the device may appear in opposite corners on the right-hand edge but never both placed horizontally along the bottom edge. This would suggest some level of cobranding, which is incorrect.

This guidance is for an A4 document. Guidance for A5, the full-size version of the A4 guidance and the A3 version can be found at [link to pdfs](#).

A4 portrait
NB: The same proportions are used for landscape format



Poverty Over defaults
Orientated vertically and positioned in top righthand corner (the Christian Aid logo is positioned bottom left)
The length of the device is 1.4 times the width of the Christian Aid logo, so for an A4 document the standard is 56mm long

Contacts

If you have any queries about design work, please contact a member of the Design and art direction team. **If you are having any design work done by an external agency, it must be approved by the team before publication.**

Design and art direction team

4th Floor

Christian Aid

35 Lower Marsh

London SE1 7RL

Senior art director

Gavin Micklethwaite

020 7523 2293

gmicklethwaite@christian-aid.org

Design and visual identity managers

Txabi Jones

020 7523 2405

tjones@christian-aid.org

Emma Watling

020 7523 2289

ewatling@christian-aid.org

Claire Beadle*

020 7523 2257

cbeadle@christian-aid.org

Juliet Blackledge*

020 7523 2233

jblackledge@christian-aid.org

Kim Kemp*

020 7523 2233

kkemp@christian-aid.org

Mano Mylvaganam*

020 7523 2257

mmylvaganam@christian-aid.org

Artworkers

Jackie d'Alcorn

No telephone at present

jdalcorn@christian-aid.org

Irma Kaninda

020 7523 2303

ikaninda@christian-aid.org



* Part time, see intranet for hours of work