Brand guidelines

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Brand guidelines

The brand
The brand

Introduction

These guidelines are intended to enable the Citizens for Financial Justice (CFJ) co-applicants and partners, designers and printers, and other stakeholders, to implement the brand identity quickly and consistently. They cover the use of the CFJ logo, typefaces and colours, as well as how to use the logos of the European Union, co-applicants and other partners.

Please follow these guidelines as closely as possible and share them with all who need to work with the CFJ brand. If you require any further guidance in the production of CFJ-branded resources, have any questions about implementing these guidelines or if you need copies, larger or different versions of the logos, please get in touch with your contact at the co-applicant organisation or Sarah Lambe at slambe@christian-aid.org.
Citizens for Financial Justice is a three-year project funded by the European Union’s DEAR programme (Development Education and Awareness Raising). The project supports the implementation of the Sustainable Development Goals (SDGs) by mobilising EU citizens to support effective financing for development (FFD) on two specific themes:

1. debt
2. and private finance

**Implementing partners**
The project is implemented by six European non-governmental organisations (NGOs):

- **Christian Aid (UK)**
- **Counter Balance (Czech Republic)**
- **Eurodad (Belgium)**
- **Financial Justice Ireland**
- **erlassjahr.de (Jubilee Germany)**
- **Observatori del Deute en la Globalització - ODG (Spain)**

**Mission statement**
This short description can be used, in the audience-appropriate language, to describe the project aim. A few language variations are included below:

**English:** Informing, connecting and empowering citizens to act together to make the global finance system work better for everybody.

**French:** Sensibiliser, connecter et responsabiliser les citoyens pour agir ensemble afin que le système financier mondial fonctionne mieux pour tous.

**German:** Durch Information und Vernetzung befähigen wir Bürgerinnen und Bürger zu gemeinsamem Handeln für ein globales Finanzsystem, das besser für alle funktioniert.

**Spanish:** Informando y conectando para la acción ciudadana conjunta, para conseguir que el sistema financiero mundial funcione mejor para todo el mundo.
Brand guidelines

Our visual identity
Our visual identity

Our logo

**Primary logo**
This is our primary logo. This is the preferred version of our brandmark and should be used whenever possible. Stylised speech bubbles join together to suggest we can give a voice to citizens and inspire them to take action.

**Detail**
The logo should always be reproduced from the master artwork and should never be redrawn. It should always be scaled in proportion and never distorted/stretched.

**Brandmark**

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Our visual identity

Our logo

**Primary logo**
This is our primary logo. This is the preferred version of our brandmark and should be used whenever possible. Stylised speech bubbles join together to suggest we can give a voice to citizens and inspire them to take action.

**Detail**
The logo should always be reproduced from the master artwork and should never be redrawn. It should always be scaled in proportion and never distorted/stretched.

---

**Brandmark**
Our visual identity

Logo clear space

All of our brandmarks have a defined minimum area of clear space around them to ensure maximum standout.

No other elements should appear within this area.

The clear space is a defined minimum area. Always allow as much space as possible around the brandmark.

Detail
Clear space areas have been defined based on the combined height of the ‘C’ and ‘F’, as illustrated on this page.
Our visual identity

Colour options

Full colour on white background

Black and grey on white background
For use where colour reproduction is not available
Our visual identity

Logo don’ts

- Never distort the brandmark when scaling
- Never change or resize any brandmark elements
- Never use at an angle
- Never replace the font used in the brandmark
- Never use an effect
- Never use an incorrect brandmark colour
## Our visual identity

### Our colour palette

#### Core colour palette
This is our main colour palette. These core colours should be used on all communication material.

Tints of 25%, 50%, 75% are allowed charts, diagrams and infographics where an additional colour range is needed.

#### Supporting colour palette
This is our secondary colour palette. These should be used as supporting colours, for example as accent colours.

Tints of 25%, 50%, 75% are allowed for charts, diagrams and infographics where an additional colour range is needed.

Additionally, black, white and greys are included.
Our visual identity

Our font

Font
Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Usage
Use for headlines, subheads and body copy at any size.

Detail
Open Sans is an open source font from the Google Fonts catalog. It is published under licenses that allow commercial or personal use.

Helvetica should be used if Open Sans is not available.

Download links
fonts.google.com/specimen/Open+Sans

Light
Regular
SemiBold
Bold
Extra bold
Our visual identity

Photography

Try to...

• use engaging, high quality photography that captures very human moments and stories

• create a fluid and live feel, appealing to emotion as well as intellect, and a shift away from images that are staged or posed

• use ambient or natural light wherever possible

• use imagery from both Europe and the Global South

Try to avoid...

• overly-posed or set-up images

• cluttered or messy backgrounds

• inactive shots eg: generic meeting rooms with no activity

Please see the EU guidelines (https://ec.europa.eu/europeaid/node/17974) for further information on photography and video standards. Please note:

• The European Union is entitled to use or reproduce all audio-visual and photographic material produced using EU funding.

• Project photographs should be accompanied by metadata in English detailing (for each image) the photographer’s name, date of production, place of production and a short description of the image including names and functions of any identifiable individuals.

For further information and guidance on taking powerful photos, gaining written or verbal consent to take and use images for various communications purposes, and on the editing, use and misuse of pictures please contact your co-applicant organisation or Christian Aid’s photography unit at photos@christian-aid.org
Brand guidelines

How to brand materials
Brand guidelines

Branding materials

How to brand materials

The Citizens for Financial Justice logo and EU emblem/wording should be used on all project-branded materials. Please see guidelines for use of EU emblem and examples of usage in following sections.

Here’s a quick guide on what to include on your materials for content produced by the project directly and by grant partners.

Official Citizens for Financial Justice materials and products

External and internal communications products produced by the Citizens for Financial Justice project should include the following elements:

1. Full Citizens for Financial Justice branding, including logo, fonts and colours.
2. EU emblem
3. EU funding wording “Funded by the European Union”
4. EU disclaimer “This [publication/website/content] was produced with the financial support of the European Union. Its contents are the sole responsibility of Citizens for Financial Justice and do not necessarily reflect the views of the European Union.”

Optional elements

5. Co-applicants logos*
6. Grant partner logos (who were involved in producing the content)*

* Include the appropriate logos eg: the partners/organisations that worked on this particular product. These logos are optional and discretion should be used to avoid ‘logo overload’. It is likely that the majority of CFJ materials produced by individual partners will feature only their own organisational logo alongside the CFJ logo and EU emblem/wording. However, there may be some materials where several partner logos are appropriate, while in some overarching communications products and channels, such as annual reports and the project website, all of them could appear.
Brand guidelines

Branding materials continued

Project-funded materials produced by grant partners

Grant partners should not use Citizens for Financial Justice or EU branding on their own, unrelated, day-to-day communications activities.

Branding should be used on project-funded activities and materials. This could include joint campaigns, event information, project press releases, reports, guidelines, and learning documents. If in any doubt, please contact your co-applicant organisation.

Grant partner materials, produced with project funding, should include the following:

1. Your own logo / branding
2. Citizens for Financial Justice logo**
3. EU emblem
4. EU funding wording “Funded by the European Union”
5. EU disclaimer This [publication/website/content] was produced with the financial support of the European Union. Its contents are the sole responsibility of Citizens for Financial Justice [and grant partner if applicable] and do not necessarily reflect the views of the European Union.

Optional elements

6. Co-applicants logos*
7. Grant partner logos (who were involved in producing the content)*

* Include the appropriate logos eg: the partners/ organisations that worked on this particular product. These logos are optional and discretion should be used to avoid logo overload. It is likely that the majority of CfJ materials produced by individual partners will feature only their own organisational logo alongside the CfJ logo and EU emblem/wording. However, there may be some materials where several partner logos are appropriate, while in some overarching communications products and channels, such as annual reports and the project website, all of them could appear.

** Grant partners should use the CfJ logo, but do not need to use CfJ colours and fonts in their own project-funded materials. This can optionally be accompanied by the text “Part of the Citizens for Financial Justice project”.

This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of Citizens for Financial Justice and do not necessarily reflect the views of the European Union.

Funded by the European Union
Brand guidelines

Funder - quick visibility rules

European Union
Citizens for Financial Justice is funded by the European Union (EU) and the EU emblem, supporting text and disclaimer must be included on all project-branded materials.

There are standard ways of branding documents to acknowledge this support. Full guidance on how to use the EU logo and wording – what to do and what not to do – can be found at: caid.org.uk/eu-visibility

Acknowledging EU funding

1. EU emblem

External and internal communications products produced by the Citizens for Financial Justice project should include the following elements:

- The EU emblem must be visibly and prominently displayed - at least as prominently as that of the project and implementing partners - on all communications and visibility materials associated with the project.

2. Wording

Funded by the European Union

(This text should appear alongside the emblem. See ‘quick rules’ on right for format.)

3. Disclaimer:

This [publication/website/content] was produced with the financial support of the European Union. Its contents are the sole responsibility of Citizens for Financial Justice [and grant partner if applicable] and do not necessarily reflect the views of the European Union.

(To appear clearly, but not obtrusively on all project materials. Eg: footer of website, information page of reports, bottom of posters.)

Quick rules check list:

- the minimum height of the EU emblem is 1 cm;
- the name of the European Union must always be spelled out in full;
- the typeface used in conjunction with the EU emblem must be one of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, or Verdana. The use of italics, underlining and font effects is not permitted;
- there are no particular rules on the positioning of text in relation to the EU emblem, but the text may not interfere with, cross or cover the emblem in any way;
- the font size used must be proportionate to the size of the emblem;
- depending on the background, the colour of the font may be reflex blue (the same blue colour as the EU flag), black or white.
Practical examples for guidance
Practical examples for guidance

Publications

Informing and connecting citizens

This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of Citizens for Financial Justice and do not necessarily reflect the views of the European Union.

Left
Report or leaflet cover.

Middle
Report or leaflet cover.

Right
Branding and logos applied to inside front cover or back cover pages.
Practical examples for guidance

Banners
Currently the global financial system is behind the needs of many people, often fails to create decent jobs, undermines human rights, devastates the environment and is a major driver of debt. The driving force behind all of these problems is that the institutions that control finance do not serve the majority of citizens across the globe. The only way to reverse this situation is to give greater power to people.

We need a financial system that works for all and is democratically controlled.

The power resides within the financial system and is based on:
- profit being funnelled over people
- private financial institutions being public owners
- artificial barriers to financial development

The only way to reverse this situation is by informing, connecting and strengthening social movements at local, national, European and global level and building a greater change network.

We educate, campaign and raise awareness of development finance issues, to mobilise EU citizens to advocate for a financial system that works for all and is democratically controlled.

Citizens for Financial Justice is managed by:

WHO WE ARE

We are a diverse group of European partners - from local grassroot groups to international organisations.

WHAT WE DO

We educate, campaign and raise awareness of development finance issues, to mobilise EU citizens to advocate for a financial system that works for all and is democratically controlled.

RESOURCES AND LEARNING

The latest reports, how to guides, videos and more on financing for development issues from us and our partner organisations across Europe.