

Forus Brand manual

Updated September 2024



Welcome

We have re-branded and changed our name from IFP-FIP to Forus in 2018. We really wanted to improve the way we communicate and create more impact. We also feel the new brand better represents who we really are.

Our brand is more than just a logo or visual representation. These values are a base for how we communicate and create impact as a network and are aligned to the Forus Strategy.

In the pages that follow you will find guidelines that ensure that the Forus brand is consistent.

Should you have any questions, do not hesitate to contact Bibbi and Clarisse, the Forus communications team [here](#).



Our Mission: How we will achieve our vision

- **Connecting** civil society networks worldwide to ensure they collectively achieve greater impact
- **Supporting** and strengthening the capacities of our members using the network's collective intelligence and innovative approaches
- **Influencing** decision-makers, by advocating for more effective and people-centered public policies



Brand values in depth: how we talk, think, look and act

Culture

How we describe ourselves and the way we work

Inclusive

Diverse
Sharing
Respectful
Learning
Horizontal
Impactful

Audience

How we describe our audience

Diverse

Demanding
Informed
Global

Voice

How we want to sound to others

Genuine

Expert
Succinct / Efficient
Influential
Multilingual
Action and Impact
Oriented

Impact & Value

The value we give to our audience

Connected

Give their cause more impact
Amplify their voice
Connect them to others
Develop skills
Create opportunity

X-Factor

What makes us different or special

Influence

Global
Diverse
Connective
Grassroots
Horizontal



Forus Languages

Forus communicates in the following languages (officially). English (British/South African), French, Spanish and Portuguese. Most of our content is translated and available in all 4 languages. This includes reports, campaigns, articles, social media posts and more.

Our network as well as the Forus secretariat is decentralised and we enrich connections with local languages. With our Forus pool of interpreters as well as our initiatives to “decolonise” language we aim to build bridges and connections across our members.

[Discover the Forus Glossary here](#)



Forus communications strategy

We have two types of communication goals: internal and external. Internal are linked to a rationale of alliances with Forus members and with other organizations. Indeed, as recognized in our 2021-2025 strategy, our work is complementary to the work of other groups, so we strive to build partnerships and coalitions with other civil society organisations and to facilitate dialogue between them and our members. External goals are more linked to a rationale of influence directed mainly at decision makers as well as other civil society groups.



Internal Goals

- Mobilize Forus' members, allies and partners in carrying common discourse and actions.
- Mobilize and aggregate Forus' members, allies and partners' communication capacities.
- Create a sense of community and a common understanding of the roles of Forus.
- Promoting collaboration and peer-learning within civil society.

Key targets:

- Forus members
- Peer CSOs
- CSO networks
- Allies and partners (members', grassroots movements, activists, labour unions, CSO networks)
- Members of the ComsForUs working group
- Members of the advocacy working groups
- Members of the Forus governance
- Potential "ambassadors" for Forus, collaborators and co-writers of toolkits (current & potential)

Secondary targets: Members' members

External Goals

- Enable Forus as a global network of civil society and its members to exercise more influence on international, regional and national decision-making processes and policies, advocating for increased political accountability and effective engagement of civil society.
- Give more visibility to our members' actions, at national, regional and international levels.
- Assert a collective Forus identity.
- Support members to reach their audiences.
- Emphasize capacity development as a key activity creating a global impact.

Key targets:

- Decision-makers
- Governments
- Regional and international institutions (Public Development Banks, World Bank, IMF, WTO, OECD for developed countries, APD, G20/G7, B20/C20)
- UN agencies (DESA, UNDP, Secretary-General's Office, UNAC, UNHCR, UNACS, UNICEF, High-level Political Forum on Sustainable Development, regional commissions)
- EU delegations
- Parliamentarians
- Donors

Secondary targets: private sector, general public, members and their members' audiences, media, partners, influencers



Our tone, our voice

A tone of communication that reflects the network's values. Forus values, as introduced in the 2021-2025 strategy, are horizontal relationships, building trust, mutual accountability, inclusion and independence of members. In terms of communication, they are translated in the pages that follow.

Discover our Positive Narratives campaign



Horizontal & Trustworthy

Our legitimacy is rooted in our members as the driving force of the network.

- We recognize interdependencies within civil society and thus value each contribution to transformative change, whether it comes from civil society organisations, public actors, private actors
- We create safe spaces for discussion for our members. We encourage open and honest dialogue. We guarantee that our members can express themselves freely within the Forus network.



Accessible & Plural

Being inclusive we try to see things from inside the head of our audience and explain things in a way that will connect with them.

- We use an understandable terminology, and we don't adopt a position of authority. We make sure that contents are accessible to people with disabilities. We develop multilingual content, including hashtags.
- We want to make sure that each member of Forus and each ally has an equal power to influence political processes. We acknowledge and celebrate the diversity of our membership. We listen and consider diverse views, messages and positions to highlight various perspectives.





Collective & Positive

Our strength is our collective

- We think about what brings us together and communicate in a collective way, highlighting common points between different contexts and finding a common voice.
- We take an open and flexible perspective on civil society to welcome various methods of transformative change. We use a hope-based and positive narrative communication approach that reinforces our values. We celebrate achievements, even the smallest ones. We use a solutions journalism approach in the media, promoting solutions to challenges and crisis through the knowledge and activities of the network.





Political & Impact-oriented

We put a spotlight on the themes important to our network

- We do not hesitate to point out responsibilities and adopt a critical approach. Acknowledging the global relationships of power, we strive to give a more prominent voice to countries who have less power in the international scene, mainly from the Global South - Global Majority. We react to the news and make declarations when there are crises.
- We use data and real-life experiences to show the impact of the network's diverse actions on themes crucial for the Forus network - Agenda 2030, civic space, human rights, gender justice, digital governance, financing for sustainable development, Power Shifts and much more.





Forus campaigns

Building on the narrative approaches to social change, we recognize that to engage long-lasting transformative change, we need to understand and shift the worldviews of citizens by reaffirming our values, which will also strengthen Forus' organizational identity. Moreover, as civil society organisations, activists and grassroots movements face increased pressure, we are developing together with the network alternative narratives that promote and protect the work of civil society. In this perspective, in addition to developing punctual campaigns launched during events, we develop long-term campaigns on issues key to civil society like digitalization, practices of collaboration, civic space, gender justice, etc.



Thu 4 Jul 2024

SDG 16 - Rebuilding Trust for Inclusive Governance

In 2015, the international community embarked on an ambitious journey with the adoption of the 2030 Agenda for Sustainable Development, setting forth 17 SDGs to create a world that is just, peaceful, and prosperous. Central to this transformative agenda is SDG 16, which aims to promote peaceful and inclusive societies, ensure access to justice for all, and build effective, accountable, and inclusive institutions at all levels.



Wed 30 Jun 2021

#Let's Talk Digital

What will the future of digitalization look like? How can be part of it?

- Taiwan Alliance in International Development |
- SLOGA - Slovenian Global Action | TechSoup | Nepali Feminist
- | LAPAS - Latvijas Platforma attīstības sadarbībai |
- INFID - International NGO Forum on Indonesian Development |
- Both Nomads
- Influence



Thu 16 Jun 2022

#PositiveNarratives

Forus and its members have begun to engage with an exciting and innovative body of work on alternative narrative building, much of which has been led by civil society from the human rights community.

- Both Nomads | UNITAS - Red Unitas |
- UNNGOF - Uganda National NGO Forum



Sat 28 Jan 2023

#MarchWithUs

The #MarchWithUs campaign is one full month a year dedicated to the voices of women and LGBTQI+ activists on the frontline of social change.

Both Nomads

Influence

Wed 28 Jun 2023

Sustainable Development by Shifting the Power

With a focus on changing power dynamics, ensuring localization, and decolonizing practices, this initiative underscores the pivotal role that civil society organizations can play in changing systems for all.

Both Nomads



Our logo

Our logo visually represents who we are and carries the key concepts of the brand.

Here's how it works...

[Download the Forus Logo \(EN, FR, ES, PT\)](#)



forus

CONNECT
SUPPORT
INFLUENCE



About our burst icon

Every stroke is different

This represents the diversity in our members.

A Circle

Everyone sharing and working together.

Burst / star

This represents our advocacy work plus the energy and positive progression we hope to inspire in people.

Hand drawn

This is a reflection of our personal and human approach to our work.



Logo typography

Rounded corners - Symbolises our friendly and open nature
Bold font - This represents the impact we achieve

FORRU



Logo colours

Contrasting colour palette

The colours used in our logo represent the **diversity** and positivity in our members but still differentiates us from other multicoloured brands. They are an evolution of the colours we used in the previous IFP-FIP brand.



The calm blue and green colours represents our values of **Genuineness** and **Supportiveness**.



The Hot Pink colour is used to communicate the **impact** we want to generate for our cause and members.





Strapline

The strapline explains what we do in the most condensed and simplistic way possible.

Connect

Connect NGO platforms and Regional Coalitions to have a stronger impact and catalyse collective action.

Support

Stimulate the network's collective intelligence by providing an environment where NGO Platforms and Regional Coalitions can learn, share their expertise and best practices.

Influence

Positively influence global/international public policies affecting development & democracy.

CONNECT
SUPPORT
INFLUENCE



x	Safe zone. Don't place any graphics in this area						x
					forus	CONNECT SUPPORT INFLUENCE	
x		x		0.5 x		0.5 x	x

Note: the bottom of the 'S' should extend out a little so the space between the logo and strapline is not too large



Preferred use

The colour logo is used where possible, usually on light backgrounds.



White logo

The white logo is for use over dark colours or photography. When placing over photography, ensure contrast by placing over a dark area or find negative space.



Black logo

The black logo is used in very few cases. It is only used when producing black and white materials.





Be kind to the logo

When using the Forus logo the following rules should be adhered to at all times.

Printed media The logo should be used at 300dpi and in CMYK for all printed media. JPG, PSD or AI formats can be used.

Digital media The logo should be used at 72dpi and in RGB for all digital media. JPG, PNG or PSD formats can be used.



DO NOT stretch or compress



DO NOT place on a busy image



DO NOT use off brand colours



DO NOT change the composition



DO NOT use the logo too small



DO NOT change the font



Typography

Typography plays an important role in communicating our personality and values. We have selected Morl and Open Sans because, to us, they represent our values of impact, being genuine and inclusiveness.



Typography

AaBbCc0123

Morl Bold

abcdefghijklmnopqvwxyz

Morl Light

abcdefghijklmnopqvwxyz

Open Sans Light

abcdefghijklmnopqvwxyz

This is a headline

This is an intro. Don't use a thousand words when you can explain something in one line.

Nulla vitae elit libero, a pharetra augue. Donec sed odio dui. Nulla vitae elit libero, a pharetra augue. Nulla vitae elit libero, a pharetra augue. **Sub header** Aenean lacinia bibendum nulla sed consectetur. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Etiam porta sem malesuada magna mollis euismod. Etiam porta sem malesuada magna mollis euismod. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Aenean lacinia bibendum nulla sed consectetur. Aenean lacinia bibendum nulla sed consectetur. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Etiam porta sem malesuada magna mollis euismod. Etiam porta sem malesuada magna mollis euismod. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Aenean lacinia bibendum nulla sed consectetur.



Placing type on a busy background



Placing a title



Colour

We use a variety of colours to communicate the diversity of our organisation. The most dominant of these is the 'LightBlue'.



Colour usage

Our main colour is Light Blue. Our other brand colours can be used to highlight alternative elements but don't usually play a main role. Just like makeup, it's best to use them sparingly.

PRIMARY COLOURS



LIGHT BLUE

-

COLOUR CODES

CMYK: C60 M00 Y25 K00

Pantone: 630 C

Web: #58C5C7

DARK BLUE

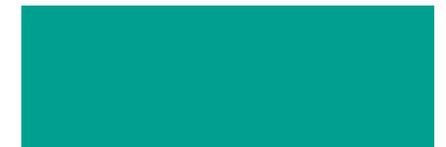
COLOUR CODES

CMYK: C70 M00 Y15 K80

Pantone: 7546 C

Web: #00424D

SECONDARY COLOURS



LIME GREEN

-

COLOUR CODES

CMYK: Pantone: C30 M05 Y100 K00

7744 C

Web: #80c6d1

HOT PINK -

COLOUR CODES

CMYK: Pantone: Strong C00 M100 Y60 K00

Red C

Web: #ED1651

MINT GREEN -

COLOUR CODES

CMYK: C60 M00 Y65 K00

Pantone: 7723 C

Web: #5c9c8e

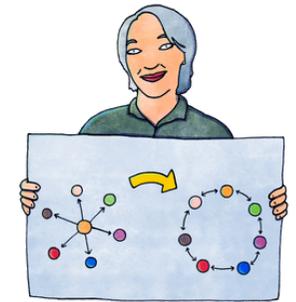
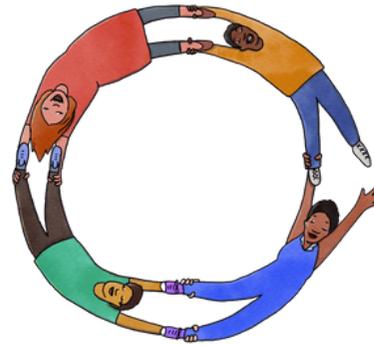




Graphic elements



Graphic elements





Photography

Photography is a key element in our communications. We always show real people in real situations while at the same time maintaining quality. We collaborate with Forus members as well as **with a pool of photojournalists** to use pictures that are ethical and representative of the work of our members.

[Read our Forus member's BOND Ethical guide to content](#)



Photography

Our photography always focuses on people - notably Forus members and the communities they serve. The people in our photos should always be engaging in an activity or experience, even better when with others - for instance during the Forus General Assembly or other collective activities and events.

If you would like to discuss the use of images in Reports, articles or any outputs, do not hesitate to contact:

[bibbi\[at\]forus-international.org](mailto:bibbi[at]forus-international.org)





Examples of the Forus brand in use



www.forus-international.org
contact@forus-international.org

14 Passage Dubail
Paris, France

Dear Name Surname,

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Nullam id dolor id nibh ultricies vehicula ut id elit. Vestibulum id ligula porta felis euismod semper. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Nullam quis risus eget urna mollis ornare vel eu leo.

Nullam quis risus eget urna mollis ornare vel eu leo. Maecenas sed diam eget risus varius blandit sit amet non magna. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Maecenas sed diam eget risus varius blandit sit amet non magna. Maecenas faucibus mollis interdum.

Vestibulum id ligula porta felis euismod semper. Nulla vitae elit libero, a pharetra augue. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Vestibulum id ligula porta felis euismod semper. Vestibulum id ligula porta felis euismod semper. Nullam id dolor id nibh ultricies vehicula ut id elit. Sed posuere consectetur est at lobortis.

Regards



Discover the Forus website



Connecting civil society networks worldwide to ensure they collectively achieve greater impact

Connect



Influencing decision-makers, by advocating for more effective and people-centered public policies

Influence



Content and social media strategy

Connect

Connecting posts should create an environment where NGO Platforms and Regional Coalitions can share their expertise and best practices. They can ask questions to our members and stimulate debate. Perhaps we could use the Facebook voting app to stimulate debate.

Support

These posts should have the goal to help NGO Platforms and Regional Coalitions and give them the tools they need to create greater impact on their cause. Think about how we can support their needs.

Influence

These posts should aim to influence global/international public policies affecting development & democracy.

Social Media

Goals

1. Connect and support our members
2. Influence global/international public policies
3. Drive traffic to our website
4. Increase our brand recognition
5. Promote specific events



Tools

Organise and schedule posts: www.hootsuite.com



We use social media kits for members and Engagement kits

Plan posts to coincide with other events: <https://goo.gl/e1Jovk>

Screenshot of a Google Sheet titled "Social Media Plan" showing a calendar grid for 2008 with columns for months and weeks, and rows for deliverables like Facebook and Twitter posts.

		2008															
		JUL				AUG				SEP				OCT			
		W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W5	W1	W2	
1																	
2	Social media plan																
3																	
4	Deliverables																
5																	
6	Facebook																
7	Post forus news																
8	Brand post																
9	Repost other news		X2		X2		X2		X2		X2		X2		X2		
10	Self created content																
11	Like other articles																
12																	
13	Twitter																
14	Forus news post																
15	Brand post																
16	Repost																
17	Self created content																
18																	
19	Linked in																
20	Forus news post																
21	Brand post																
22	Repost																
23	Self created content																
24	Task V																



Content ideas 80% aimed at our audience

**Ask members to share their best
practices for specific areas**

Interviews with our members

Campaigns

Media partnerships

**Relevant news from 3rd party
sources**

Events and courses (webinars etc.)

20% about us

Brand messages

What is Forus?

Who are our members?

What is unique about

Forus?



Donors' visibility

Find the **Visibility guidelines** and logos of some of our supporters and donors, including the European Union and the Agence française de développement (AFD).

[Donor's visibility guidelines](#)



Contact

[bibbi\[at\]forus-international.org](mailto:bibbi[at]forus-international.org)

This brand manual is designed as a tool to ensure consistency and strengthen the Forus brand. The last thing we want is to impose unnecessary restrictions on creativity. We trust you to exercise your own judgment in all creative executions. If you have any questions, feel free to contact us.