

Brand manual

OCTOBER 2018



Welcome

We have re-branded and changed our name from IFP-FIP to Forus. 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. It's who we are and defines our reason for being. It's our DNA and describes our personality. These values are a base for how we talk, think, look and act.

Following these guidelines will ensure that the Forus brand is consistent and as powerful as it is intended to be. A strong brand will benefit all our members and future activities.



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Our values and what we do



Brand positioning statement

Forus provides **support** and gives **influence** to a **diverse** group of NGO platforms and Regional Coalitions in an **inclusive** environment. We always speak with a **genuine** tone of voice and make our audience feel **empowered** and **connected**.



Core values

These values represent who we are. They act as a guide for everything we do. They help us to keep our communications consistent and true to our cause.

Genuine
Empowering
Connecting
Supportive
Impactful
Influential



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
Impactful

Audience

How we describe our audience

Diverse

Demanding
Big Expectations
Eager
Aspirational
Open

Voice

How we want to sound to others

Genuine

Expert
Succinct / Efficient
Supportive
Human
Professional
Influential

Emotional Benefit

How others feel after interacting with us

Empowered

Supported
Connected
Informed
Inspired
Valued

Impact & Value

The value we give to our audience

Connected

Give their cause more impact
Amplify their voice
Connect them to useful people
Develop them
Create opportunity
Educated
Supported

X-Factor

What makes us different or special

Influence

Empowering
Supportive
Connective



Our Vision: Why we do what we do

We envision a world where every NGO Platform & Regional Coalition, has a voice, the means and the knowledge to address power imbalance to eradicate poverty, reduce inequalities and achieving social justice, peace and democracy throughout the world.



Our Mission: How we will achieve our vision

- 1. Connect** NGO platforms & Regional Coalitions with each other and to other stakeholders to build collaborative action, learn from each other and fight for an enabling environment for Civil Society Organisations .
- 2. Support** and develop the capacities of our members for more effective and impactful actions, using the network's collective intelligence and innovative approaches.
- 3. Influence** together with our members, public policies affecting development & democracy, by engaging in official negotiations, deliberations and public mobilizations at national, regional and international levels.



Our tone of voice

Weather it's on the web or face to face, people will get to know us through our tone of voice. It's important that we follow these simple guidelines to make sure it's always in tune with the Forus brand.

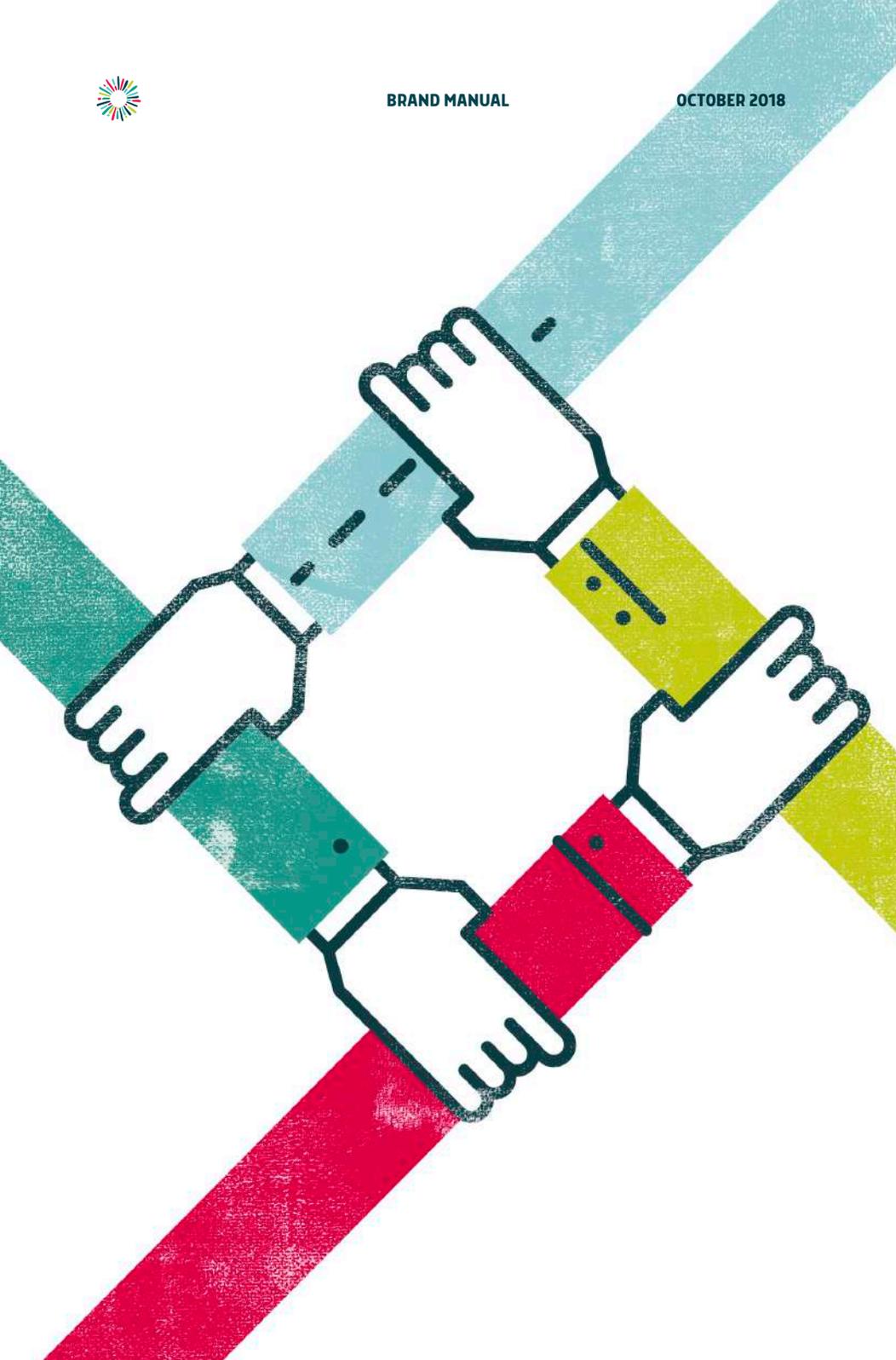


It's best to use one idea simply
& efficiently than bombard the
viewer with 100s of ideas

Succinct & efficient

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

- Say one thing with impact rather than bombarding people with too much information
- Always order information into a clear hierarchy
- Don't try to explain everything in a headline
- Use the headline to explain the global concept, details can be explained later
- Don't use sentences that are too long



Inclusive & supportive

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 empathise with people's problems then try our best to offer genuine solutions
- Don't use complicated language that will exclude people, remember the person reading the text might not be a native speaker
- Use words like 'us' 'we' and 'our'
- Try to highlight the benefit to the person you're talking to



Snippets of how we speak...



Friendly yet professional

We always write and speak as if we were talking to someone in person. We speak in an informal way but never unprofessionally.

- Use language that everyone will understand
- Be intelligent and avoid silly or cheap jokes
- Don't try too hard
- Explain things as if talking to someone you know
- Keep it clear and simple
- Be honest

A yellow banner with a dark green pole, waving and containing the text 'CONNECT SUPPORT INFLUENCE' in white, bold, uppercase letters.

CONNECT
SUPPORT
INFLUENCE

Expert & influential

A big part of supporting NGO platforms is giving them expert advice and providing them with clear actionable advice.

- We say things with confidence and clarity
- Make sure our advice is easy to understand
- We give clear links to best practices and research
- We back up our claims when needed



Creating content: How to create more impact!

1. What is the **objective** we want to achieve?

What's the best way achieve our objective? Will anyone read it if it's too long?

2. **Who** is it for and how does it **help** them?

How does the message relate to our 'personas'? If it doesn't relate to them perhaps we need to update our personas or the message needs to change.

3. What is the correct **medium** for this communication?

What channel will reach our audience? Is it buried under other messages? Will they read it in an email or is it best suited to a news article?



Personas: How we empathies with our audience

Everything we do should fulfill the needs of our audience. If we have any doubt as to why we are creating something, weather it be content for our web or a social media post we should refer back to these personas and ask ourselves, what is the goal and how does it fulfill the needs of our target audience?

As our audience grows and adapts, these personas will need to be updated.

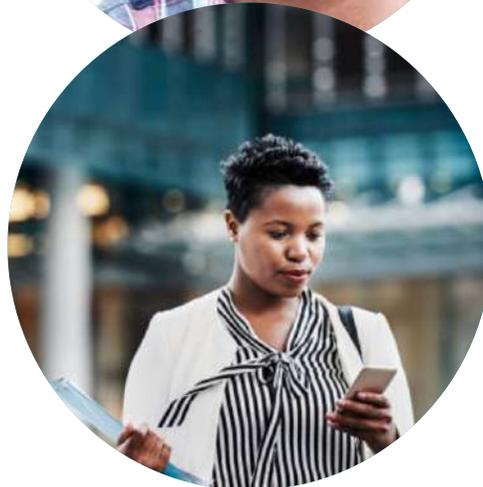
Fernando, the NGO platform manager



Jan, the CSO peer networker



Lotta, the international decision maker, perhaps works in the UN



Laura, the middle class bohemian journalist





Personas: How we empathies with our audience

These personas are based on a collection of real people. They should be used as general guide for our communications. They symbolize the needs of different groups within our audience.



Fernando, the NGO platform manager

Story

He passionately believes in his organisation's cause although he doesn't have much resources to fulfil it's needs. This frustrates him along with being overloaded with work.

Age
45

Sex
Male

Job title
Project Director

Needs

- Summary of opportunities for his organisation
- Tools to share with his organisation
- Interchange of ideas with other organisations
- Training
- Emotional support



Lotta, the international decision maker, perhaps works in the UN

Story

She is open minded and has a lot experience of working in civil society. She is usually very busy and likes to get to the facts quickly. She has a lot of responsibility and respects protocol.

Age
45

Sex
Female

Job title
Chief of out reach and communications

Needs

- Show evidence of carrying our her tasks correctly
- She needs to show she is working with diverse organisations
- She needs to be informed of relevant info and content
- She needs to work with professional partners
- She needs to trust who she works with
- She needs to be fully convinced that what she is being shown is true before acting on it



Jan, the CSO peer networker

Story

He is always very busy and has strong interpersonal skills. He's an outgoing guy who is a natural networker.

Age

37

Sex

Male

Job title

Partnership officer

Needs

- He wants to raise his profile
- He likes to be seen doing good
- He wants to professionally progress his organisation as well as himself
- He needs to find genuine partners
- Create alliances for fundraising



Laura, the middle class bohemian journalist

Story

She is interested in writing about social causes and she likes to be up-to-date on current affairs.

Age

32

Sex

Female

Job title

Journalist

Needs

- She needs clear info on what we do
- She needs relevant facts and figures about us
- She needs to be given inspiring interesting news worth info about us
- Sound bites



A quick example of how our speech is now simpler and more direct. It's simple but specific.

Before

To primarily influence various public policies at national, regional and global levels as a representative catalyst of NGO voices' and needs across the globe.



After

Giving NGO platforms a voice in public policy making.



Which side has more impact?

We create
IMPACT!

We want
**MORE
IMPACT!**

We want
**Even more
impact!**

We create
IMPACT!

We create
IMPACT!

We want
**Various types of
impact!**

We create
Impact!

We want
**MORE
IMPACT!**

We want
**VARIOUS TYPES OF
IMPACT!**

- We want
- **MORE IMPACT 1!**
 - **More impact 2!**
 - **MORE IMPACT 2a!**
 - **MORE IMPACT 3!**

We create
Impact!



Some interesting facts

55% of visitors spend fewer than **15 Seconds** on a website.

The average person can only remember **7 items** at a time.

People will **scan a web page** or article before deciding to read it.



Our logo

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

Here's how it works...



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

FOURU



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



**Giving NGO platforms
the support they need
to make a difference**



Colour

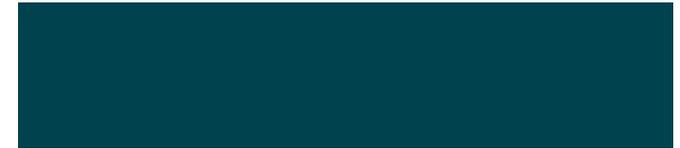
We use a variety of colours to communicate the diversity of our organisation. The most dominant of these is the 'LightBlue'.



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



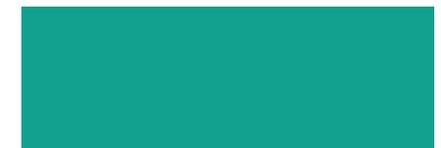
LIGHT BLUE

-
COLOUR CODES
CMYK: C60 M00 Y25 K00
Pantone: 630 C
Web: #8cbfc6

DARK BLUE

COLOUR CODES
CMYK: C70 M00 Y15 K80
Pantone: 7546 C
Web: #25444e

SECONDARY COLOURS



LIME GREEN

-
COLOUR CODES
CMYK: C30 M05 Y100 K00
Pantone: 7744 C
Web: #80c6d1

HOT PINK

-
COLOUR CODES
CMYK: C00 M100 Y60 K00
Pantone: Strong Red C
Web: #bd0048

MINT GREEN

-
COLOUR CODES
CMYK: C60 M00 Y65 K00
Pantone: 7723 C
Web: #5c9c8e

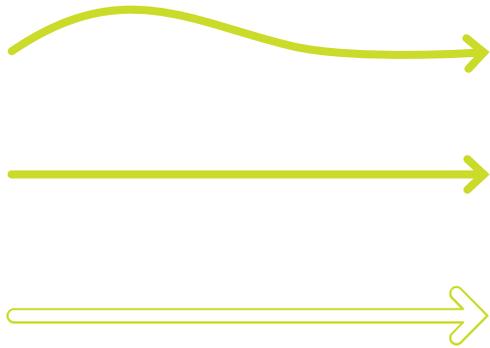




Graphic elements



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.



Photography

Our photography always focuses on people. The people in our photos should always be enjoying an activity or experience, even better when with others.

The people in our photography should always appear as real as possible but still convey an aspirational message.





Examples of the Forus brand in use



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

14, Rue de la Paix
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



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 **forus**
 CONNECT SUPPORT INFLUENCE

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**CONNECTED
 SOUTHERN
 INFLUENCER**

 **forus**
 CONNECT SUPPORT INFLUENCE

 **forus**
 CONNECT SUPPORT INFLUENCE



Social Media



Content and social media strategy

All our social media output has to fall under these 3 categories.

80% should be aimed at our audience

20% should be brand messages about ourselves

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.

Goals

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



Content and social media strategy

Content should educate or entertain our key audiences

1. Keep it simple

Internet users read very quickly, and nothing will turn them off more than a “wall of text”. We must format our content intelligently by using numbered lists, bullet points and headers to easily highlight key information points.

2. Add value

Informative content is good, but if our readers can't put our words in practice then they will not benefit from what we publish. A primary goal of content is to solve users' problems and show how to overcome them; this will not only build brand loyalty, but it will keep them coming back for more.

3. Keep our audience in mind

Before ever creating or sharing content, think about our **audience**: ask yourself if it's something they would like to see and share with their friends. Once you have some ideas, you can even poll your audience to generate comments and perhaps initiate debate. This not only creates engagement, but gives you special insight into what they want.



What our members & other organisations post on Facebook

ORG	Own content	3rd party content	Brand message	Other posts	Video	Event promo	Total	Weekly ave
Concord	9	4	2	2	0	0	17	1.5
Bond	22	0	2	0	3	2	28	2.5
	14 news							
	5tips							
	3 courses							
Civicus	38	84	2	0	12	5	141	12.8

Civicus posts a lot but generally gets between 6-15 likes per post

Bond posts less but has more likes per post



Bond produces content that is useful for it's audience We should be doing something similar

Bond
23 January · 🌐

In 2016 26% of people in the UK made a donation online. If you're not doing digital fundraising you could be missing out. Don't be put off by a lack of tools or technical skills - here are some simple actions to help get you started with a digital fundraising strategy.
<http://bit.ly/2DDGh5a>



5 digital fundraising tips for small NGOs
Easy-to-implement recommendations for developing a digital fundraising strategy to capitalise on the increasing trend of online donations.
BOND.ORG.UK

Like Comment Share

Bond
18 January · 🌐

Trust underpins NGOs but it is in decline, with one recent survey finding that people in the UK are now more likely to trust businesses than charities.
To fight this trend Rupert Younger, director of the Oxford University Centre for Corporate Reputation, has provided five recommendations for rebuilding trust in the sector and protecting organisations' reputation.
<http://bit.ly/2DuSLfv>



5 steps to build trust in your organisation
With a recent survey finding that only 50% of people trust NGOs, here are recommendations to protect your organisation's reputation and rebuild trust.
BOND.ORG.UK [Learn More](#)

Bond
19 February · 🌐

The ICRC is piloting a new form of humanitarian funding: the Humanitarian Impact Bond <http://bit.ly/2EH47xx>



How the first Humanitarian Impact Bond will transform financing of aid
ICRC's new way of financing humanitarian work has the potential to modernise the existing funding mechanisms and test new ways of supporting people in...
BOND.ORG.UK [Learn More](#)



Tools

Organise and schedule posts:

www.hootsuite.com



Plan posts to coincide with other events:

<https://goo.gl/e1Jovk>

The screenshot shows a Google Sheet titled 'Social Media Plan'. The sheet is organized as a calendar grid for the year 2008, with columns for months (JUL, AUG, SEP, OCT) and weeks (W1, W2, W3, W4, W5). The rows list various deliverables for different social media platforms. The data is as follows:

		2008															
		JUL				AUG				SEP				OCT			
		W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W5	W1	W2	
3	Social media plan																
4	Deliverables																
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																
13	Twitter																
14	Forus news post																
15	Brand post																
16	Repost																
17	Self created content																
19	Linked in																
20	Forus news post																
21	Brand post																
22	Repost																
23	Self created content																
24	Task V																



Next steps...

...Generate content that fulfills our goals

80% should be aimed at our audience

20% should be brand messages about ourselves

Goals

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



Content ideas

80% aimed at our audience

Tips on improving skills

Ask members to share their best practices for specific areas

Interviews with our members

Use a poll on Facebook to get the views of our audience

Relevant news from 3rd party sources

Events and courses

Ask our audience what they think about a current event

Ask our audience what they would like to see on our FB page

20% about us

Brand messages

A day in the life of one of our staff, this could be video content

Business anniversaries and achievements



Contact

sanaa@forus-international.org

www.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.