

ACT Alliance

Branding Policy and Guidelines

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Contents

I.	Executive Summary	3
II.	Why we brand	4
III.	Policy: ACT Alliance Branding Policy	5
	Introduction to policy	5
	When to identify with the alliance	6
	Branding and references to ACT Alliance in text	7
	Branding with the ACT Alliance logo	7
	Branding beyond the ACT Alliance logo	9
	Use of “Act” in member names	9
	Branding in Advocacy contexts	10
IV.	Guidelines: HOW TO identify with the alliance	11
	ACT Alliance logo and where to access it	11
	Brand and domain registration	11
	Examples of ways to use the logo	12
	Sizes, placing and backgrounds	14
	Forbidden use of the logo	15
	Further branding advice	16
	Contact us	16

Executive Summary

Under the terms of the [ACT Alliance \(ACT\) Founding Document](#), members of ACT Alliance are **obliged** to identify with the ACT Alliance brand in their communications. Commonly described as ‘branding’, and as ‘co-branding’ when referring to the duality of two or more brands together, the aim is to strengthen the identity, recognition, and coherence of the Alliance among the members, partners, supporters, communities ACT Alliance members serve, and the general population. Branding promotes, under a shared family name, the visibility and identity of the Alliance.

This document provides detailed criteria and examples on how to implement branding in a wide variety of contexts and media. It is supplemented by the ACT Branding Guide *Leaving No one Behind*.

The ACT Alliance Communications department recommends using the ACT Alliance logo with the member’s logo either in close adjacency or by integration of the two, to encourage the reader or viewer to identify the member and the Alliance as a unified, integrated partnership and a sign of global ecumenical cooperation.

Below is a summary of the key points from the policy on how to use the ACT Alliance brand and logo for maximum effect.

- Only ACT Alliance members are permitted to use the logo.
- Members will use the logo in all contexts in which they use their own logo, such as print, publications, business cards, letterheads, publicity materials, web, audio-visuals and so forth.
- Members’ use of the logo is limited to their programs that fall within the Objectives of ACT Alliance (See Annex 1). Programs outside the Objectives should not be branded with the ACT Alliance logo or name.
- The ACT Alliance logo is always used in the approved and standardised formats, font, and colours. It **cannot** be modified for specialised projects, regions, forums and so forth, for example, ACTalliancewater, or actallianceafrica, and the logo depiction of ‘act’ **cannot** be used separately from ‘alliance’ to create a new brand, for example ‘ACT Academy’.
- In some cases, members of the ACT Alliance may seek permission to use the word “Act” in their name. They must follow criteria for this use in order to minimize brand confusion and reputational risk.
- The ACT Alliance logo is available in English/French, Spanish and Portuguese. These are the only languages in which the logo can be used.
- There are a number of effective design options for placing the ACT Alliance logo alongside the member logo. Choose a layout that maximises the visibility and identity of both logos.
- For maximum impact and effectiveness, follow good design principles when using the ACT Alliance logo:
 - Allow enough white space around the logo
 - Don’t make it so small that it is not legible
 - Ensure the logo is not lost against a background colour or image
 - Consistent presentation and use of the member’s and ACT’s logos (or an integrated logo) will enhance the visibility and brand recognition
 - The member’s logo and the ACT logo should each be of suitable size for the context.
 - Get the right digital format of the logo from ACT offices to suit your application. EPS, AI, and PNG versions are available
- In some instances, it may not be practical to use the logo as a graphic element. Members are encouraged to use text to identify themselves, for example, “[Membername] is a member of ACT Alliance”

- Detailed examples of how to co-brand/brand with ACT Alliance in a wide range of applications follow in the complete Branding Policy and Guidelines.

Why we brand

There are many good reasons for ACT Alliance members to identify with and build the brand of the alliance. Branding with ACT Alliance enables members to show they are part of an international collaboration to coordinate and work effectively for development, humanitarian assistance and advocate for the interests of vulnerable and oppressed people in the world. In this way the ACT Alliance brand can be a positive reinforcement of the credibility and legitimacy of individual member organisations, because:

- We are stronger when we act as one and when we speak as one, and we have more credibility and authority as a global network
- At the local level people need coordinated global support. As a global movement the Alliance thrives through local knowledge on the ground
- ACT Alliance has greater access to funding by working together and is more competitive in the fundraising arena against global brands
- By sharing information and analysis among members, the Alliance can plan and work more strategically and effectively
- A shared brand gives members global brand recognition and visibility as an ecumenical cooperation, which adds value to the brand of each member
- Branding stimulates members to coordinate their support of local communities, speaking from the same vision

POLICY

ACT Alliance Branding Policy

Introduction to policy

The [Founding Document](#) of ACT Alliance states that the alliance will:

promote, under a shared family name, the visibility of the development work, humanitarian assistance and advocacy initiatives being undertaken by the alliance

The Obligations of Members state that members commit themselves to:

brand with the name ACT Alliance according to the branding policy

The Goal of the ACT Alliance Communications Strategy is:

To achieve a high level of brand visibility and recognition as a credible global ecumenical network that can be seen as a thought leader, exert influence and be recognised as a substantial partner in its work toward achieving human dignity, environmental sustainability and resilience within the communities it serves

The extent to which the ACT Alliance can build recognition and influence greatly depends on its members using the ACT Alliance name and logo and actively identifying with the alliance and its work.

This policy outlines when and where members are expected to brand with the ACT Alliance name and logo and the flexible options for doing so. It also describes when and where members are not expected to brand with the ACT Alliance name and logo.

Upon becoming a member of ACT Alliance, members should begin using the new ACT Alliance name and logo and work within this branding policy. Members are expected use the logo in connection with all new publications, business cards, brochures, etc. but are not expected to redesign or destroy old publications.

The policy also details the criteria for members to use the word “Act” in their own name, so as to minimize brand confusion and reputational risk.

When to identify with ACT Alliance

Organisations must brand with the ACT Alliance name and logo if

- the organisation has full membership of ACT Alliance and the organisation's work falls within the Objectives of ACT Alliance as detailed in the [founding document](#)
- an ACT Alliance member contributes its name and logo to an external campaign or initiative (that complies with the ACT Alliance Code of Good Practice and the [ACT Alliance Advocacy Policy](#))
- staff of ACT members attend external meetings and draft press releases in relation to work that is in line with the ACT Alliance Objectives
- members publish documents, appeals, press releases and so forth on external web sites (e.g. ReliefWeb or Alertnet)
- undertaking advocacy, provided the advocacy adheres to the [ACT Alliance Advocacy Policy](#)

Organisations must NOT brand with the ACT Alliance name and logo if

- the organisation is an Observer member
- the organisation's work falls outside of the Objectives of ACT Alliance
- the organisation is a constituent church/agency or partner of a member. However, when a member's implementing partners or constituent churches/agencies are implementing projects funded by a member and the member logo is present, then the ACT Alliance logo should also be used
- when branding with the ACT Alliance logo creates significant risk in areas with religious sensitivities. In these cases ACT Alliance members should consult with the ACT Alliance Secretariat if they are considering not using the ACT Alliance logo
- the organisation's membership is suspended

Branding and references to ACT Alliance in text

References to ACT Alliance in text are required on member documents in accordance with the guidelines attached to this policy. This includes, but is not limited to, publications, press releases, donor applications and business cards.

- The first time that the name is used, ACT Alliance will be referred to as “ACT Alliance”. Additional references can just be “ACT”.
- The short text that defines the ACT Alliance is: “a global network of [number of] churches and related agencies engaged in development, humanitarian and advocacy work”.

There are two styles for a member to identify its relationship with ACT Alliance in text. The growth and strength of the ACT Alliance brand directly relates to the association with member brands. Style 1 is stronger than Style 2. Members are encouraged to use Style 1. Either of the two styles can be used at any time when branding in text.

Style 1

MEMBERNAME is a member of the ACT Alliance,
a global network of [number of] churches and agencies engaged in development, humanitarian assistance and advocacy.

- The text is used by members at the first appropriate opportunity within a document or at the end of a document, to identify the member’s relationship to the ACT Alliance.
- Some flexibility is allowed in how this text might be written to allow the best written language to be used in a given context.

Style 2

MEMBERNAME is a member of the ACT Alliance.

- The text is used by members to identify the member’s relationship to ACT Alliance.

Branding with the ACT Alliance logo

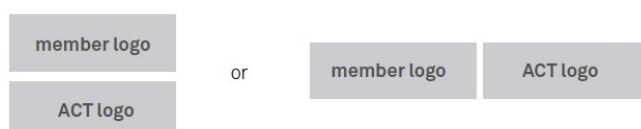
The use of the ACT Alliance logo is required on member publications and visibility materials. This can include but is not limited to publications, letterheads, envelopes, business cards, clothing, billboards, advertising, posters, websites, project signs, flags, vehicles and offices.

- When the ACT Alliance member is a church-related or a specialised ministry, the ACT Alliance logo is required on the *front page* of the member website. ACT Alliance member churches may only place the ACT logo on their website when clearly connected to activities related to the Objectives of the ACT Alliance.
- When ACT Alliance forums undertake joint initiatives, programmes or projects, members must brand together with the ACT Alliance logo as indicated in the [ACT National, Sub-Regional and Regional Forums policy](#). The ACT Alliance logo must be visually portrayed in a way that it does not appear to be another member organisation, but that the members belong to the ACT

Alliance.

There are three options for branding the ACT Alliance logo with the member logo (see page 11 for examples). The growth and strength of the ACT Alliance brand directly relates to the association with member brands. Therefore, Option A is stronger than Option B, which is stronger than Option C. Members are encouraged to use Option A. Where this is not possible, then Option B. And where this is not possible, then Option C. Any of the three options can be used at any time when branding visually.

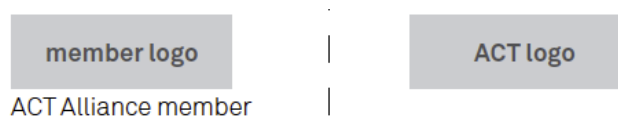
Option A (integrated/adjacent logos)



- The ACT Alliance logo is placed directly next to the member logo, either underneath or alongside
- The recommended size of the ACT Alliance logo is 100% of the area occupied by the member logo (area = height x width), while the minimum ACT Alliance logo size is 60%
- In this case only, the red portion of the ACT Alliance logo can be changed to match a key colour in the member's logo

Option B (separate logos in the same space)

- The text "ACT Alliance member/Member of ACT Alliance" is placed beneath the member logo
- The ACT Alliance logo is placed separately from the member logo (e.g. the member logo at the top of the page and the ACT Alliance logo on the bottom of the page)
- The ACT Alliance logo appears on the same page/in the same space as the member logo
- The recommended size of the ACT Alliance logo is 100% of the area occupied by the member logo (area = height x width), while the minimum ACT Alliance logo size is 60%
- The ACT Alliance logo maintains its standard colour



Option C (separate logos on different pages of a publication)



- The text "MEMBERNAME is a member of the" is placed with the ACT Alliance logo
- The ACT Alliance logo is placed separately from the member logo (e.g. the member logo on the front page and the ACT Alliance logo on the inside or back cover)
- The recommended size of the ACT Alliance logo is 100% of the area occupied by the member logo (area = height x width), while the minimum ACT Alliance logo size is 60%
- The ACT Alliance logo maintains its standard colour

Branding beyond the ACT Alliance logo

A vast majority of opportunities for building the brand of ACT Alliance is in introducing and speaking about the Alliance when engaging with stakeholders, be it in person, or through other online and offline communication channels. Commonly known as word-of-mouth branding, identifying with the ACT Alliance brand when engaging with stakeholders can be a positive reinforcement of the credibility and legitimacy of individual member organisations, and can enable the ACT Alliance brand to grow in credibility and competitiveness.

ACT Alliance members are required to engage in word-of-mouth brand building – identifying with ACT Alliance – where reasonable possible when attending external meetings and engaging with stakeholders in relation to work in line with the ACT Alliance Objectives.

When identifying themselves at multi-stakeholder events (UN Cluster meetings, for example,) it is recommended that members sign in using “ACT Alliance/member name” so that the strength of ACT shows through when the participants are listed alphabetically, with all the ACT people together. This also puts ACT towards the top of the list, so it is very clear to anyone even glancing at it the level of engagement that ACT members have.

Using “Act” in members’ names

In some situations, ACT members may wish to use the word “Act” in their organizational name or logo. There are benefits to the ACT brand from such use, as it can help to build linkages to the ACT brand, as well as awareness of the ACT brand. However, potential brand confusion and reputational risks can arise if ACT members use the word “Act” or the name “ACT” in their organizational name if audiences perceive the member to be speaking or acting as ACT, or with other ACT members in the same country or location. Advocacy positions might be assumed to represent the alliance when, in fact, they represent the individual member.

In order to minimize brand confusion and reputational risk, the following criteria will be used in working with members who seek to re-name and re-brand their organizations using the word “Act” in the new name and brand:

- The member must be member in good standing of ACT (membership must not be suspended).
- The member must be compliant with all applicable ACT policies and standards.
- The new logo / wordmark must be of high quality and distinctive from those of ACT itself, to ensure that the two entities are not confused or conflated.
- The member must have the resources necessary to provide high-quality materials and products that promote the new identity that reflect ACT’s standards.
- The Secretariat reserves the right of approval for all logos / wordmarks under this criteria.
- The member must engage in dialogue and consultation with other members in their country and / or region about their objectives, plans, and strategies motivated by the new identity to ensure that there is not confusion, conflation, or contradiction between the member and other members’ identities and programs in the country / region. The member will work with the Secretariat and regional forum to limit the possible negative impact on other members in the country / region.

- The member will continue to identify their organization under ACT's branding policy; i.e., it will also identify itself as a member of ACT Alliance. **Branding in Advocacy contexts**

As per the [ACT Advocacy Policy](#), advocacy can come from ACT Forums, or from the global level. An ACT Forum may use the ACT logo, or ACT Forum logo, on advocacy statements if it has followed the procedures for joint advocacy:

- it has prepared an advocacy strategy on the issue
- it has created a framework position,
- the Secretariat has approved the framework position
- it has achieved consensus among the members (or added the appropriate disclaimer)
- the policy is in line with ACT Alliance global strategy and the ACT Advocacy Sub-strategy

The Forum may append the logos of its members, or may sign onto advocacy statements by consortia of civil society using member logos or the ACT Forum under these circumstances. The Secretariat will decide whether to post such statements on the ACT website, in consultation with the Forum.

Global advocacy statements will be aligned with the ACT Advocacy Sub-strategy, and will be branded with the ACT Alliance logo after approval by the Secretariat in consultation with the appropriate Forum(s).

GUIDELINES

How to identify with the Alliance

ACT Alliance logo and where to access it

The ACT Alliance logo is available in three languages; English, Spanish and Portuguese (see below). The logo is available in a range of files differing in colour schemes, making it easier to use in different media. The logo is also available in red:black or red:white.

Since red is the logotype colour for “act” on ACT Alliance, the black/white version should be used when no colour option is available. The ACT Alliance logos are available in .png format in the [ACT mediabank](#). For .eps and .ai versions contact actcom@actalliance.org

actalliance
English, ACT Alliance

actalianza
Spanish, ACT Alianza

actaliança
Portuguese, ACT Aliança

NOTE: the ACT red is made up of the following values:

Pantone: PMS:185c

CMYK: C=0%; M=100%; Y=100%; K=0%

RGB: R=240; G=30; B=30

Brand and domain registration

Registration of the ACT Alliance name can be done on a national basis by individual organisations. It may be important in some instances to protect the brand by registering it so that other organisations cannot use it. It is important to be clear however that the ACT Alliance brand does not belong to individual organisations, as it relates to the collective alliance of organisations. Registration should be done in consultation with other members of a national forum where one exists. Because the basis of registration varies from country to country, we recommend that members research registration in their own country.

The same principle holds true for domain registration. The ACT Alliance secretariat will manage top-level international domains. No individual organisation may own or exclusively use an actalliance domain. However, in some cases it will be felt by member organisations that it is important to protect a domain with a particular country extension, to prevent it from being used by others. We recommend that registration of domains should be done in consultation with all member organisations who make up the ACT forum in the country.

Examples of ways to use the logo

There are three options as outlined in the ACT Alliance Branding Policy for branding the ACT Alliance logo with the member logo. A member can brand with an integrated logo or separate logos (see examples below).

A. Integrated/adjacent logos

- The ACT Alliance logo is placed directly next to the member logo, either underneath or alongside.
- In these cases the red portion of the ACT Alliance logo can be changed to match a key colour in the member's logo.
- The recommended size of the ACT Alliance logo is 100% of the area occupied by the member logo (area = height x width). The minimum ACT Alliance logo size is 60%.



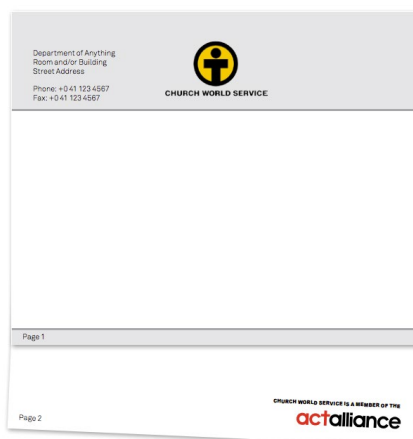
B. Separate logos in the same space

- The text "ACT Alliance member/Member of the" is placed beneath the member logo. The typography of this text should follow the brand identity of the member.
- The ACT Alliance logo is placed separately from the member logo (e.g. the member logo at the top of the page and the ACT Alliance logo on the bottom of the page).
- The ACT Alliance logo appears on the same page/in the same space as the member logo.
- The recommended size of the ACT Alliance logo is 100% of the area occupied by the member logo (area = height x width), while the minimum ACT Alliance logo size is 60%.
- In this case, the ACT Alliance logo maintains its standard colour.



C. Separate logos on different pages of a publication

- The text "MEMBERNAME is a member of the" is placed above the ACT Alliance logo. The typography of this text should follow the brand identity of the member.
- The ACT Alliance logo is placed separately from the member logo (e.g. the member logo on the front page and the ACT Alliance logo on the inside or back cover).
- The recommended size of the ACT Alliance logo is 100% of the area occupied by the member logo (area = height x width), while the minimum ACT Alliance logo size is 60%.
- In this case the ACT logo maintains its standard colour.



When several ACT members or where ACT Alliance forums work together on joint initiatives, programmes or projects members may brand together with one ACT Alliance logo. The ACT Alliance logo must be visually portrayed in a way that it does not appear to be another member organisation, but that the members belong to the ACT Alliance (see examples below).

ACT Alliance logo placed with several member logos

- The ACT Alliance logo is placed next to several member logos, either underneath or above.
- The member logos should be placed at least two side by side, not in a single column.
- The recommended size of the ACT Alliance logo is 100% of the width occupied by the member logos.
- ACT logo maintains its standard colour.



ACT Alliance logo placed with ACT forums

- The Forum guidelines state that “All ACT forums shall use the designation ‘ACT (Country) Forum’”
- The text “ACT (Country) Forum” is placed above the ACT Alliance logo. Forum member logos are placed between the text and the ACT Alliance logo.
- The recommended size of the ACT Alliance logo is 100% of the width occupied by the text “ACT (Country) Forum”.
- In this case the ACT logo maintains its standard colour.
- The typography of the text “ACT (Country) Forum” should not adopt the typography of the ACT Alliance logo, or any other co-branded logotypes. Typefaces that are playful or have too much personality should also be avoided. Instead choose a classic serif or sans-serif typeface which suits the rest of the typography of the document.



Sizes, placing and backgrounds

Smallest size allowed

- For the logo to maintain its visibility the regular logo must not be smaller than 25 mm.
- For smaller applications there is an adjusted logo. Use the small logo in sizes between 25 and 15 mm.

actalliance



25 mm
Regular logo
Smallest size allowed

actalliance



15 mm
Small logo
Smallest size allowed

Placing of the logo (free zone)

- Avoid placing other graphics, text etc close to the logo.
- Generally, the logo should be applied against a white or light background. Use the negative logo sparingly (red: white) and never on red backgrounds.
- A good principle is to keep a free zone, equal to three quarters of the width of the letter 'a' around the logo (see example).
- The same rule also applies to the Spanish and Portuguese logos.



Backgrounds

- The clarity of the logo must always be optimal and this is why there are some simple rules for placing the logo against a background – plain colour or an image.
- Generally, the logo should be applied against white or light backgrounds.
- Use the negative logo sparingly (red:white) and never on red backgrounds.



Like this

NOT like this

Forbidden use of the logo

A logo is the most important part of a graphic profile. To maintain the credibility and consistency of our identity, our logo should be handled with great care and must never be altered in any way. Here are some examples of alterations that are never allowed. In particular, the logo must not be broken to use only 'act' or 'alliance' to create a new brand.



Do not compress/expand the logo.



Do not change the relationship between the parts of the logo.



Do not recreate the logo using a different typeface.



Do not add effects, for example drop shadow, to the logo.



Do not use lines to build the logo.



Do not create national, regional or local logos.



Do not add text to the logo.



Further branding advice

ACT Alliance has developed additional branding guidelines and advice which can be found in the document *“Leaving no one behind”*.

Contact us

Do you need any support to brand with ACT Alliance? If your organisation needs any support in the branding process please let us know by contacting actcom@actalliance.org