

LEAVING NO ONE BEHIND

Branding guide
actalliance

**We are global, we are a network,
we are faith-based, we are present in
communities before and after
emergencies, we commit to leaving no
one behind.**



WE ARE ACT ALLIANCE!

hope
in **action** 

PUTTING
PEOPLE FIRST

Welcome to our branding guide!

Here you will find a practical guide to communicate what ACT Alliance is in an inspiring and consistent way.

We want to clearly communicate what our alliance stands for and motivate members and partners to get involved in our common mission to leave no-one behind.

ACT Alliance is a global network of more than 130 churches, rights and faith-based organisations working together in over 120 countries to create positive and sustainable change in the lives of the poor and marginalised, regardless of their religion, politics, gender, sexual orientation, race or nationality.



TOGETHER WE ARE STRONGER

The world is facing many complex crises, including humanitarian, environmental, migratory and human rights emergencies. By acting together, we want to harness the power of our alliance and provide support and capacity to those communities who need it the most. We can maximise our influence on common advocacy targets and overcome obstacles at the national level by drawing on international support.

DID YOU KNOW?

ACT Alliance was founded in 2010 by the World Council of Churches and the Lutheran World Federation. ACT means Action by Churches Together.



OUR BRANDING

Is much more than our logo!

Our brand is what makes us who we are. It's our identity. Our common values, our mission and the vision of a fairer world are based on the respect for human rights, gender and environmental justice, and the protection of those in need.

Our DNA is made of:

- * **Protecting the most vulnerable**
- * **Supporting local communities**
- * **Achieving environmental and gender justice**

Every member of the alliance needs to empower ACT's brand by incorporating these values and the ACT Alliance codes of conduct in their daily work. We are all responsible for this alliance, and we all have a role to play in making it stronger.

RELEVANT POLICIES

You can find all relevant policies here:

<https://actalliance.org/about/standards-and-policies>



WE INSPIRE

each other to leave no one behind

ACT Alliance is a diverse global network. We value this diversity and we are united by our brand, which is a reflection of our common vision. By embodying our brand, we speak with a stronger voice and we are able to act together to leave no one behind.

We are known and respected all over the world and in different forums and platforms. Political and thought leaders work with us. We are a progressive voice and we welcome anyone who wants to work to protect human rights and human dignity.

What we say and how we say it motivates our partners and donors to trust us, work with us and invest in our vision.

QUALITY STANDARDS

The ACT Alliance Secretariat is certified against the Core Humanitarian Standard on Quality and Accountability.



OUR WORK

As an alliance our work is incredibly diverse. However, it is focused on five areas:



Gender justice



Emergency preparedness and humanitarian response



Climate justice



Migration and displacement



Peace and human security

THINK GLOBALLY

empower locally

We are a global alliance and our members are our strength. They provide vision, resources, expertise and professionalism. We act locally through our national and regional Forums and we embrace the Grand Bargain's localisation agenda which ensures that local actors assume a greater role and take the lead on humanitarian action and response.

Our projects and members are making a difference in more than 120 countries.

We focus on what makes the most difference. We strive to fill the gaps and provide dignity to those who we help, especially the most marginalised. We empower communities and provide them with the tools to create a better, more equitable future.

ACT MEMBERS

Behind our member organisations there are committed individuals who devote their lives to save and protect others.



<https://actalliance.org/where-we-work/>

OUR DESIGN IS CLEAR

Recognisable and consistent

Our logo represents us. It shows our focus and aim on acting together for the most vulnerable.

Co-branding is an important element of our communication. By co-branding our members show our partners and governments the strength of our network and diversity of our alliance.

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CO-BRANDING POLICY

Our co-branding policy is available in our

[Resources Folder \(click\)](#)

LOGO MISUSE

Please refrain from doing anything to alter the original state of the logo.

These rules apply to all variations of the logo.

Members are free to change the colors of the logo **as long as it is co-branded** with the members' logo, as not to confuse it with the alliance's logo identity. Do not change the color of the logo should the logo stand alone.

The logo consists of the word "actalliance" in a lowercase, sans-serif font. The "act" portion is colored blue, and the "alliance" portion is colored black.

DO NOT CHANGE THE COLOR
IF STAND ALONE

The logo consists of the word "actalliance" in a lowercase, sans-serif font. The "act" portion is colored red, and the "alliance" portion is colored black. The font is stretched horizontally.

DO NOT STRETCH THE FONT

The logo consists of the word "actalliance" in a lowercase, sans-serif font. The "act" portion is colored red, and the "alliance" portion is colored black. The entire logo is mirrored horizontally.

DO NOT FLIP THE LOGO

The logo consists of the word "actalliance" in a lowercase, sans-serif font. The "act" portion is colored red, and the "alliance" portion is colored black. The letters are outlined with a thin black border.

DO NOT OUTLINE THE LOGO

The logo consists of the word "actalliance" in a lowercase, sans-serif font. The "act" portion is colored red, and the "alliance" portion is colored black. There is a significant gap between the two words.

DO NOT SEPARATE WORDS IN
THE LOGO

COLORS

The colors used on the logo make up our primary color palette. The secondary colors can be used for design and marketing purposes.

You can also play with the transparency to allow more flexibility.

PRIMARY COLORS



RGB: 237, 28,36
Hex: #ed1c24



Hex: #ee5b5f



RGB: 35, 31, 32
Hex: #231f20



RGB: 75,92,90
Hex: #4b5c5a



Hex: #e6e7e8

SECONDARY COLORS



RGB: 169,191,167
Hex: #a9bfa7



RGB: 115,155,188
Hex: #739bbc



RGB: 184,166,166
Hex: #b8a6a6



RGB: 107,45,121
Hex: #6b2d79

TYPOGRAPHY

Our font options help to ensure legibility, readability, performance, and are easy of use.

We have two sans-serif fonts; **Open Sans** and **Poppins**. We have also added **Nunito**, for banners or other creative graphic styles.

These fonts work well digitally and in print. All fonts have a family that includes light, regular, bold and italicized versions.

These fonts can **be downloaded online for free at fonts.google.com**.

We recommend using:

- Poppins for headlines, large text, calls to action, text and quotes;
- Use Open Sans for subtitles
body copy, quotes and small text;
- Use Nunito for other creative projects.

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

abcdefghijklmnopqrstuvwxyz +"*%&/()

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

abcdefghijklmnopqrstuvwxyz +"*%&/()

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

abcdefghijklmnopqrstuvwxyz +"*%&/()\$

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

abcdefghijklmnopqrstuvwxyz +"*%&/()

Nunito

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

abcdefghijklmnopqrstuvwxyz +"*%&/()\$

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

abcdefghijklmnopqrstuvwxyz +"*%&/()

PHOTOGRAPHY

We like to use photography that captures emotion, action, energy, and enthusiasm.

We try to avoid staged photography, for example group pictures. We want imagery that captures authentic interactions and expression.

We ensure that the people portrayed in our videos and photographs are treated with dignity.

When possible, and it does not put the people portrayed in the photographs at risk, we ensure they sign a media release.

We are extremely careful when children are portrayed in photographs and we try to obtain permission from the parents or the legal guardians.

Our members can use the ACT Media bank, where photos are credited whenever possible, and where they can find thousands of photographs and other files free for use by members

MEDIA BANK

To request an access to our Media Bank, please visit:

<https://actalliance.photoshelter.com>





ICONS AND DESIGN

We try to use consistent icons when portraying our work.

OCHA put together a great resource to depict humanitarian work. It is free to use and pertains to the public domain. Feel free to use it in your visual work.



Keep your design clean yet professional.

We put together a resources package with some templates for you to use (see next page for link).

RESOURCES

We have put together a resources folder where you will find a number of resources, including logos and icons. This folder will be constantly updated.

You will also find a folder where you can upload the design logos of your organisation to ensure that our material is always using the highest design standards.

Click here to access our resources folder,

or

Copy and paste this link:

https://drive.google.com/drive/folders/1Jpzrh-cEETIDRtm8ry_6UfTvFo3Lk0DqP?usp=sharing

SOCIAL MEDIA

Please, don't forget to follow us on our social media!

[facebook.com/actalliance](https://www.facebook.com/actalliance)

twitter.com/actalliance

Here you can sign up to our newsletter:

<https://mailchi.mp/actalliance.org/subscribe>



THANK YOU!



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HAVE COMMENTS OR SUGGESTIONS?
Get in touch!