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Executive Summary

Under the terms of the ACT Alliance (ACT) Founding Document, members of ACT are obliged to incorporate the ACT brand in their communications. Commonly described as ‘co-branding’ (the duality of two brands together) the aim is to strengthen the identity, recognition, and coherence of the Alliance among the members, partners, supporters, communities ACT members serve, and the general population. Co-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 co-branding in a wide variety of contexts and media. The ACT Alliance Communications, Media, and Brand Advisory Group (CMBAG) recommends using the ACT logo with the member’s logo either in close adjacency or by integration of the two, with the goal of moving beyond the concept of “co-branding” (the simple duality of two brands together) to a standardised format that encourages 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 brand and logo for maximum effect.

- Only ACT 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, 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 (See Annex 1). Programs outside the Objectives should not be branded with ACT.
- The ACT 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.
- The ACT 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 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 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

A brand is commonly thought of as the logo, tagline, and name of an organisation or product. A brand is more than simply a logo, however— it is the thoughts and feelings inspired in a person when they interact with the organisation. The feelings one has when one hears “ACT Alliance” or sees the ACT logo is the value of the brand. The goal of brand building is to work to create the desired feelings and thoughts in others when they see and hear the name/logo “ACT Alliance.”

There are many good reasons for ACT 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 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 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
- Co-branding stimulates members to coordinate their support of local communities, speaking from the same vision
ACT Alliance Branding Policy

Introduction to policy

The Objectives of ACT Alliance state 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:

co-brand with the name ACT according to the branding policy

The Goals of the ACT Alliance Communications Strategy are:

ACT Alliance will 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 name and logo and actively identifying with the alliance and its work.

This policy outlines when and where members are expected to co-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 co-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 old or destroy old publications.
When to identify with the alliance

<table>
<thead>
<tr>
<th>Organisations must brand with the ACT Alliance name and logo if</th>
<th>Organisations must not brand with the ACT Alliance name and logo if</th>
</tr>
</thead>
<tbody>
<tr>
<td>• the organisation has full membership of ACT and the organisation’s work falls within the Objectives of ACT Alliance in its <strong>foundating document</strong></td>
<td>• the organisation is an Observer member</td>
</tr>
<tr>
<td>• where possible, when 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)</td>
<td>• the organisation’s work falls outside of the Objectives of ACT Alliance</td>
</tr>
<tr>
<td>• when staff of ACT members attend external meetings and draft press releases in relation to work in line with the ACT Alliance Objectives in its <strong>foundating document</strong></td>
<td>• 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 logo should also be used</td>
</tr>
<tr>
<td>• on external web sites (e.g. ReliefWeb or Alertnet) where members publish documents, appeals, press releases and so forth related to ACT’s Objectives in its <strong>foundating document</strong></td>
<td>• when branding with the ACT Alliance logo creates significant risk in areas with religious sensitivities. In these cases ACT members should consult with the Secretariat if they are considering not using the ACT Alliance logo</td>
</tr>
<tr>
<td>• when undertaking advocacy, provided the advocacy adheres to the ACT Alliance Advocacy Policy particularly in connection with specific country situations¹</td>
<td></td>
</tr>
</tbody>
</table>

¹ The ACT Alliance Advocacy Policy states: Advocacy related to specific country situations should respect communities and organisations living and working there. Wherever possible consultation should take place with national ACT members, who may on occasions wish to disassociate themselves from particular positions or actions. Where all parties are agreed that advocacy is necessary but where open advocacy brings risks for those working there, case by case agreements must be made about what can be said, by whom and where and with what ACT branding.
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 assistance and advocacy”.

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 co-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.

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**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, letterhead, envelopes, business cards, clothing, billboards, advertising, posters, websites, project signs, vehicles and offices.

- When the ACT Alliance member is an organisation or a specialised ministry/ department of a church, the ACT Alliance logo is required on the front page of the member website. Member churches may 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 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.
There are three options for co-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 co-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 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 reasonably possible when attending external meetings and engaging with stakeholders in relation to work in line with the ACT Alliance Objectives in its founding document.
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 ACT’s logotype colour, the black/white version should only be used sparingly, mostly when no colour option is available. The ACT logos are available in .png .eps and .ai and are available in the ACT mediabank.

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, it relates to the collective alliance of organisations and cannot be owned by a single organisation. Registration should be done in consultation with other members of a national forum where one exists. Because the basis of registration varies so much 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 being used by others. We recommend that registration of domains should be done in consultation with all member organisations there may be in a country in ACT forums.
Examples of ways to use the logo

There are three options as outlined in the ACT Alliance Branding Policy for co-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 at 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 forums work together on joint initiatives, programmes or projects members may cobrand/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 below 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.

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.
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.

Contact us

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