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.
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
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.*
**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.

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**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.

**Needs**

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

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**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.

**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

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**Age**

45

**Sex**

Male

**Job title**

Project Director

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**Age**

45

**Sex**

Female

**Job title**

Chief of outreach and communications
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.

**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

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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.

**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 want Various types of impact!

We create Impact!

We want MORE IMPACT!

We want VARIOUS TYPES OF IMPACT!

We want MORE IMPACT 1!

We want MORE IMPACT 2!

We want MORE IMPACT 2a!

We want MORE IMPACT 3!
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...
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
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.
Safe zone. Don’t place any graphics in this area.

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.
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
abcdefgijklmnopqrstuvwxyz

Morl Light
abcdefgijklmnopqrstuvwxyz

Open Sans Light
abcdefgijklmnopqrstuvwxyz

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


Sub header

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’.
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.

**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

**Lime Green**
- **Colour Codes**
  - CMYK: C30 M05 Y100 K00
  - Pantone: 7744 C
  - Web: #80c6d1

**Mint Green**
- **Colour Codes**
  - CMYK: C60 M00 Y65 K00
  - Pantone: 7723 C
  - Web: #5c9c8e

**Hot Pink**
- **Colour Codes**
  - CMYK: C00 M100 Y60 K00
  - Pantone: Strong Red C
  - Web: #bd0048

**Primary Colours**
- **Light Blue**
- **Dark Blue**

**Secondary Colours**
- **Lime Green**
- **Mint Green**
- **Hot Pink**

**Colour usage**
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
Dear Name Surname,


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.


Regards

[Signature]
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

<table>
<thead>
<tr>
<th>ORG</th>
<th>Own content</th>
<th>3rd party content</th>
<th>Brand message</th>
<th>Other posts</th>
<th>Video</th>
<th>Event promo</th>
<th>Total</th>
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<tr>
<td>Civicus</td>
<td>38</td>
<td>84</td>
<td>2</td>
<td>0</td>
<td>12</td>
<td>5</td>
<td>141</td>
<td>12.8</td>
</tr>
</tbody>
</table>

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 its audience
We should be doing something similar
Tools

Organise and schedule posts: www.hootsuite.com

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