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.
Contents

P4  Our values and who we are
P5  Brand positioning statement
P6  Core values
P7  Our values in depth
P8  Our vision
P9  Our mission

P10 Our tone of voice
P11 Succinct & efficient
P12 Inclusive & supportive
P13 Friendly yet professional
P14 Expert & influential
P15 Creating content
P16 Personas
P17 Personas in detail
P18 Personas in detail
P19 Simplifying a message
P20 Creating more impact
P21 Interesting facts

P22 Our logo
P23 A closer look
P24 The burst icon
P25 Logo typography
P26 Logo colours
P27 Strapline
P28 Logo safe area
P29 Usage 1
P30 Usage 2

P31 Typography
P32 Typefaces
P33 Text on images

P34 Colour
P35 Colours and usage

P36 Graphic elements
P37 Graphic element examples

P38 Photography
P39 Photography and usage

P40 Examples
P41 Letterhead
P42 Business cards

P43 Social media
P44 Strategy 1
P45 Strategy 2
P46 What others post
P47 Example posts
P48 Tools
P49 Next steps
P50 Content ideas

P51 Contact
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

**Audience**
How we describe our audience

**Voice**
How we want to sound to others

**Emotional Benefit**
How others feel after interacting with us

**Impact & Value**
The value we give to our audience

**X-Factor**
What makes us different or special

---

**Inclusive**
Diverse
Sharing
Respectful
Learning
Impactful

**Diverse**
Demanding
Big Expectations
Eager
Aspirational
Open

**Genuine**
Expert
Succinct / Efficient
Supportive
Human
Professional
Influential

**Empowered**
Supported
Connected
Informed
Inspired
Valued

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

**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.

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 empathise with our audience**

These personas are based on a collection of real people. They should be used as a 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 its 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

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

**Story**
She is open minded and has a lot of 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 out 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.

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

Age
37
Sex
Male
Job title
Partnership officer

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

Age
32
Sex
Female
Job title
Journalist
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 create 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...
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
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
abcdefghijklmnopqrstuvwxyz

Morl Light
abcdefghijklmnopqrstuvwxyz

Open Sans Light
abcdefghijklmnopqrstuvwxyz

This is a headline

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


Sub header


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.
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,

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum.

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>
<th>Weekly ave</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concord</td>
<td>9</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>17</td>
<td>1.5</td>
</tr>
<tr>
<td>Bond</td>
<td>22</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>3</td>
<td>2</td>
<td>28</td>
<td>2.5</td>
</tr>
<tr>
<td></td>
<td>14 news</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 tips</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 courses</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<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 it’s audience
We should be doing something similar

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/ZDDGh6a

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

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.

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


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...
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.