LOGO & BRAND MARK

VARIATIONS
There are four variations of the Compassion in World Farming logo available for use (A, B, C, D, shown above). All reproductions must be taken from the master artworks supplied on disk.

A: MASTER LOGO
– default version to be used as the first choice.

B: BLACK AND WHITE LOGO
– to be used when printing in mono (black and white printing).

C: REVERSE LOGO
– to be used when placing the logo on a background of the Compassion in World Farming Green.

D: ALTERNATIVE MASTER LOGO
– to be used when placing the logo over a dark photograph when the legibility of Master Logo (A) is compromised.

E: MASTER LOGO WITH UK URL
– all logo versions should carry the website URL wherever possible. The default URL shown here – ciwf.org – is available within the master artworks. When creating alternative URLs, follow URL placement instructions shown above.

URL placement:
Sample here shows the relationship of the URL to the logo. To place a URL, open a logo (or place within a document). DO NOT RESIZE. Apply URL as follows:
Frutiger Bold*, 11pt, same colour as ‘COMPASSION’, range left, lower case. The baseline of the URL should be 5mm from the baseline of the main logo. The logo and URL can then be grouped and resized if required**.

*If Frutiger is not available, substitute for Arial Bold.
** If using a jpeg version of the logo, size can be reduced but DO NOT ENLARGE as quality will be compromised.
**MINIMUM CLEARANCE**

A minimum area within and surrounding the logo must be kept clear of any other typography or graphic elements (F and G shown above). The logo can sit over background photos, so long as clearance rules are followed.

Minimum clear space on all sides is equal to the width and height of the capital letter ‘M’, taken from the word ‘COMPASSION’ that appears in the Compassion in World Farming logo.

**MINIMUM SIZE**

Logo and brand mark: An absolute minimum size has been established to ensure legibility in print applications (H shown above).

Minimum printed width of Master Logo = 40mm.

**INCORRECT LOGO USE**

Under no circumstances should the logo be distorted, altered, re-created, colour-adjusted or simplified from what is shown.

A few typical incorrect examples are shown above (J).

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**LOGO & BRAND MARK**
There is a primary and a secondary colour palette available for use.

The primary palette (A—shown above) comprises the two dominant brand colours.

The secondary palette (B) comprises four additional colours to co-exist with the primary palette.

Colour breakdowns are listed for both print and screen applications.

Under no circumstances should the Logo or Brand Mark colours be changed.

**COLOUR PALLETTES**

**COLOUR TINTS**

Tints of all of the brand colours can be used at 20% for aesthetics and legibility in the following two ways:

- A 20% tinted background with 100% solid text (C).
- 100% solid background with 20% tint of ‘Heading’ or ‘Subheading’ font styles (D).

**COLOUR COMBINATIONS**

Here are some suggestions for the use of colour:

A mix of the Dark Green and Gold denotes naturalness or intellectual coolness (E).

The Blue, Dark Green and Gold are redolent of fresh air and sunshine – the kind of farming we want to see more of (F).

A mix of Dark Red and Black denotes urgency and passion (G).
TYPEFACES

A PRIMARY TYPEFACE – the Arial font family

Arial
Arial Italic
Arial Bold
Arial Bold Italic

Heading: Arial Bold, 32/32pt, Compassion in World Farming Green, range left, upper case

Subheading: Arial Bold, 22/24pt, Compassion in World Farming secondary colour, range left, upper or mixed case

Paragraph Heading 1: Arial Bold, 12/14pt, Compassion in World Farming Green, range left, mixed case

Paragraph Heading 2: Arial Bold, 9.5/12pt, Compassion in World Farming secondary colour, range left, mixed case

Body text: Arial, 9.5/12pt, 80% black on white background, range left, mixed case

Caption: Arial Italic, 7.5/9pt, black, range left, mixed case

B SECONDARY TYPEFACE – the Frutiger font family

Frutiger Light
Frutiger Light Italic
Frutiger Roman
Frutiger Roman Italic
Frutiger Bold
Frutiger Bold Italic
Frutiger Black
Frutiger Black Italic

C FONT STYLES – sample layout

HEADING

Font Style

Subheading font style
con sec tetuer adipiscing elit

Paragraph Heading 1
Body Text font style shown, con sec tetuer adipiscing elit, sed diam ada nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

Paragraph Heading 2
Body Text font style shown, con sec tetuer adipiscing elit, sed diam ada nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

Caption font style shown, consc tetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

TYPEFACES

The Arial font family (A – shown above) is the Compassion in World Farming primary typeface and should be used where possible. Its crisp legible sans-serif appearance is suitable for headings and body copy alike.

The Frutiger font family (B) is the Compassion in World Farming secondary typeface. It is used for the design of printed publications authorised by Head Office. Contact the Head Office to receive the Frutiger font.

TYPOGRAPHY

As a general rule all type should be ranged left.

The type and its letter/word spacing should remain pure e.g. no tracking adjustment or condensing / expanding of the letterform.

Only use black for the ‘Body Text’ font style. However, an 80% tint of black can be used on a white background to reduce the contrast.

USE OF FRUTIGER

The Frutiger font family is used within the ‘Farm Animal Voice’ newsletter, see sample on page 7. As this font family has a wider range of weights, a more sophisticated design can be achieved.

Please refer to pages 7 and 8 for further samples.
USE OF IMAGERY

Farm animals and farming can be an incredibly photogenic subject. Wherever possible, high quality photos and images should be used to convey the value, sentience and beauty of farm animals.

When designing communications and choosing images, please bear in mind the following:

**DO:**

Select with care: Take the time to choose photos that are in sharp focus with good composition.

Tell the story: Consider whether the shot you are using best represents the story you are trying to tell. For example, a story about a conference on pig farming will be made more interesting with a large shot of a pig than of a long shot of delegates sat at tables!

Blow it up: Always consider using one large picture, fully bled to the edge of the page for impact, instead of a small number of thumbnail shots.

Caption it: Accompany pictures with engaging, impactful captions that will help encourage the viewer to read the rest of your communication. For everyday ease of use and application, run credits along the bottom outside the photograph.

Credit and copyright: Always ensure that you credit photographers where required and given attention to copyright requirements.

Crop and zoom in: To make existing images more effective, apply close or unusual cropping to create a sense of intimacy and spontaneity and to emphasize the most active/meaningful aspects of each shot but be careful not to lose the truth behind the image.

Embed smaller images: Any smaller images should be ‘embedded’ with a text/caption box where possible (e.g. see petition on page 8).

**AVOID:**

Cut-outs and amateur designs: Avoid using cut-outs of photographs and floating images.

Damaging our brand: Avoid using photographs that risk making the organisation looking foolish, amateur or unprofessional or misrepresent the truth.

Over artworking: Most often a well chosen shot with a simple caption or strapline will have far more impact than an over-designed piece of text and artwork.

Placing text over busy background: When choosing a photo for a background to text, logo or graphics, avoid busy, complicated backgrounds. A simple background makes it far easier to read your message.

Avoid using too many images that are too cute or anthropomorphic if they do not represent our core message.
enforce the brand.

examples of how the logo, colours, sizes of type, highlighting key words or phrases, creates a sense of lively dialogue.

SAMPLIES

The following two pages show some examples of how the logo, colours, text and images sit together to enforce the brand.

They also show how using different sizes of type, highlighting key words or phrases, creates a sense of lively dialogue.
The FAO Report “Livestock’s Long Shadow” (2006) highlighted the grave environmental impact of the global increase in meat production and consumption. The FAO view is supported by other authoritative reports such as the Stern Review “The Economics of Climate Change” (2006). At the current rate of increase in livestock production, urgent international action to counteract the predicted environmental crisis is required.

Compassion in World Farming offers a radical strategy to address this crisis, based on a planned reduction in meat production and consumption in the high-consuming nations, combined with a positive replacement of industrial agriculture with more environmentally sustainable and humane livestock systems worldwide.

What is Compassion in World Farming?
Compassion in World Farming (CIWF) is the leading non-governmental organization (NGO) working internationally to advance the welfare of farm animals and to achieve a vibrant rural economy based on humane and environmentally sustainable farming methods. Founded by a farmer in 1967, CIWF’s headquarters are in the UK from where it co-ordinates a European Coalition and offices and representatives in four continents.

CIWF has a strong track record in lobbying, research and education and played a key role in achieving UK and European Union (EU) phase-outs of some of the most damaging livestock production systems such as the keeping of calves in narrow crates for veal, the confinement of breeding sows in narrow crates throughout their pregnancies and the keeping of laying hens in barren battery cages.

CIWF initiated and led the EU-wide campaign to have animals recognized as “sentient beings” – a campaign which achieved success with the adoption of the Protocol on the Protection and Welfare of Animals in the Amsterdam Treaty in 1997.

CIWF engages positively with farmers and the food industry, rewarding good practice, and has developed innovative resources on Good Agricultural Practice in Animal Welfare.

“...the increase in meat consumption suddenly looms as one of the biggest environmental crises that we are now facing.”
JONATHON PORRITT, CHAIR OF THE UK GOVERNMENT’S SUSTAINABLE DEVELOPMENT COMMISSION

PETITION: TO KEEP THE 2012 BAN ON BATTERY CAGES FOR EGG LAYING HENS

We, the undersigned, call on the EU Agriculture Council not to abandon or postpone the ban on battery cages for egg laying hens which is due to come into force in 2012 under Directive 1999/74. Battery cages are inhumane – they are so small that battery hens are prevented from carrying out natural behaviours such as wing flapping, laying their eggs in a nest, pecking and scratching the ground, dust-bathing and perching.

Your support is vital to the work we do and we thank you for it. We also respect your privacy and would like to assure you that Compassion in World Farming fully complies with the DATA Protection Act (1998). It is currently not our policy to pass on your details to like minded organisations and it is not our intention to do so in the future.

Please return by Friday 14th September 2007 to:
Compassion in World Farming
River Court, Mill Lane
Godalming
Surrey GU7 1EZ, UK
Tel: 01483 521 950
Fax: 01483 861 639
E Mail: compassion@ciwf.org.uk
Website: www.ciwf.org

THE IMPACT OF LIVESTOCK FARMING: SOLUTIONS FOR ANIMALS, PEOPLE AND THE PLANET

Summary
The FAO Report “Livestock’s Long Shadow” (2006) highlighted the grave environmental impact of the global increase in meat production and consumption. The FAO view is supported by other authoritative reports such as the Stern Review “The Economics of Climate Change” (2006). At the current rate of increase in livestock production, urgent international action to counteract the predicted environmental crisis is required.

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FOR FURTHER INFORMATION

Please contact:
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Direct Line: +44 (0)1483 521982
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River Court, Mill Lane, Godalming
Surrey GU7 1EZ

ciwf.org