

# **COMPASSION IN WORLD FARMING INTERNATIONAL**

## **GLOBAL BRAND & VISUAL GUIDELINES TOOLKIT**

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# INTRODUCTION TO COMPASSION

## BRAND INSIGHT

### OUR ESSENCE AND CORE BELIEF

Farm animals should not, and need not, suffer.

### OUR VISION

Our vision is a world where farm animals are treated with compassion and respect.

### THE PROBLEM

Factory farming is the single biggest cause of animal cruelty on the planet.

### OUR MISSION

Our mission is to end factory farming.

To understand our essence, core values, tone of voice, positioning and approach, please download Compassion's **BRAND INSIGHT** document.

## What we do

We **expose** the hidden cruelty and suffering caused by factory farming.

Our **research** ensures that our work is recognised for its rational and evidence-based approach to the welfare of farmed animals.

We **campaign** tirelessly – calling to account those with the power to enforce animal welfare legislation and protect animals from cruelty.

We **engage** with those who have real power to change food and farming for the better.

# **BRAND ASPIRATION & FOCUS**

## **What we aim to achieve**

**Our success will ultimately be measured in terms of animal welfare impact.**

This impact measurement will be based on both numbers of animals leading better lives and the level to which fewer animals are being used in the system.

We will demonstrate that we have made progress on our mission by achieving the following:

- We will show that ending factory farming is key to humane and sustainable food.
- We will push for a global agreement to end factory farming in favour of post-industrial agriculture.
- We will convince intergovernmental agencies, such as the United Nations institutions, to support humane and sustainable food and farming policies.
- We will strengthen legislation and enforcement on farm animal welfare, with a particular focus on Europe and the UK.
- We will persuade governments to adopt policies which incorporate the true cost of factory farming in the price of food.
- We will persuade food companies to adopt higher-welfare products across their entire product ranges.
- We will encourage policies to reduce meat (including fish), milk and egg consumption in favour of protein-diversification from plant-based alternatives.
- We will support producers who champion higher-welfare livestock practices.
- We will enable consumers to make higher-welfare food choices through better information and honest labelling.

## **What makes us different?**

**We are the leading specialist organisation for farm animal welfare worldwide.**

We are different to other organisations in the animal welfare sector because of the following combination of factors:

- We were founded by a dairy farmer.
- We are the major advocacy organisation focusing on farm animal welfare.
- We have an increasing worldwide presence.
- We engage with the food industry and facilitate progress.
- We campaign at intergovernmental level, such as the United Nations, World Bank and International Finance Corporation (IFC).
- We strive to be at the leading edge of active, vibrant campaigning for farmed animals.
- We have the largest concentration of professional people devoted to farm animal welfare advocacy in the world.
- We are independent.

## **Our approach**

We are an animal welfare society.

We strive to achieve the greatest impact for animal welfare.

We are passionate pragmatists, campaigning against cruelty.

We are relentlessly focused on ending factory farming.

We engage with all the issues affected by factory farming, including the environment, pollution, human health, and threats to wildlife, as well as cruelty and sentience, in order to gain greatest leverage for change. In this way, we place animal welfare and factory farming as integral to wider and pressing policy issues facing society.

We see political reform as driving change and consolidating changes in attitudes and behaviours.

We work with specialist organisations in these related fields where our objectives coincide.

We work with and acknowledge the achievements of like-minded organisations.

We campaign at national and global level, being active where we can gain greatest influence: Europe, the US, China, India, South America and South Africa.

We aim to gain maximum influence with intergovernmental agencies, including the United Nations (based in Geneva, Nairobi, New York, Rome and Vienna), and key regional and national governments.

We work with governments to develop subsidies and tax measures that favour post-industrial agriculture, as well as outlawing the worst systems and practices.

We value the essential contributions of our staff, trustees, volunteers, supporters and all who we engage with, acting with integrity, compassion and fairness.

We aim to convert, rather than coerce, food companies to the need for change.

We celebrate those companies who make real progress for animal welfare, but we do not run an assurance scheme or endorse individual livestock products.

We persuade food companies to switch to higher welfare alternatives to battery eggs, factory farmed meat etc. and thereby create the market for cage-free, pasture-fed, free-range and organic produce.

We see factory farming as driving over-consumption of meat which in turn drives more factory farming.

We therefore recommend reducing global consumption of meat, dairy and eggs, consuming more plants and only humanely produced animal products.

We provide information to allow consumers to make informed choices and do not promote animals or their products as food.

We strive to unite the broadest possible movement of supporters, regardless of personal dietary choices, to bring about change.

We support progressive causes for social justice.

We are strategically focused on reducing as much animal suffering as possible, remaining nimble enough to seize opportunities, and seeking to grow our organisation only in ways that deliver greater impact.

We aim to devote 80% of our resources to priority programmes; the remaining 20% on tackling issues of a reactive or country-specific nature.

We aim for a more transparent, economic environment, whereby the true cost of production is reflected in the price of the food.

We champion pioneers of the new sustainable food culture, such as pasture-fed livestock producers, free range dairy, cell-culture meat technologies and the development of alternative plant-based sources of protein.

## BRAND TRUTHS

### History

In the 1960s, a British dairy farmer named Peter Roberts became horrified by the direction livestock farming was heading. Appalled by the cages and crates that had started to become commonplace, Peter took his concerns to the established animal charities of the day.

When he saw how reluctant others were to act, Peter called a small meeting around his kitchen table. At that meeting, with a few visionary friends, he took the bold step of founding Compassion in World Farming.

Since its formation in 1967, Compassion in World Farming has existed to improve the welfare of billions of animals and end factory farming.

Factory farming was already a broken system in the 1960s, but in the drive for ever increased yields and productivity, today we are pushing farm animals even harder, shaving margins ever closer and cutting corners whenever we think no-one is looking.

### Personality

We follow in the footsteps of our founder, and dairy farmer, Peter Roberts.

We are:

- **determined**
- **direct**, but non-aggressive
- **engaging**
- **passionate**
- **focussed**

Our tone of voice is:

- **knowledgeable**
- **forthright**
- **change-driven**
- **authoritative** (we speak with gravitas)
- **clear**
- **good natured**

## **Our values**

### **Championing animal sentience**

Farm animals are sentient beings and can experience joy and wellbeing, as well as pain and suffering.

### **Promoting compassion**

All farm animals should be treated with compassion and respect.

### **Advancing humane and sustainable food**

We advocate a pioneering approach to food that benefits farm animals, and thereby people and the planet too.

### **Focusing on impact**

Our objectives-led campaigns aim to achieve the greatest impact for farm animals.

### **Acting with integrity**

We communicate honestly and in a principled manner.

### **Factual and science-based**

Our work is backed by scientific evidence, sound research and best practice.

### **Accountable**

We make efficient and measurable use of resources, reporting openly on our work.

# COMPASSION AROUND THE WORLD

## **Compassion in World Farming International (HQ)**

Compassion in World Farming International is a registered charity in England and Wales, registered charity number 1095050, and a company limited by guarantee in England and Wales, registered company number 4590804.

The registered office is at River Court, Mill Lane, Godalming, Surrey, GU7 1EZ, UK

## **ITALY**

CIWF Italia Onlus, codice fiscale 91373260370.

The registered office is Galleria Ugo Bassi 1, 40121 Bologna, Italia

## **NETHERLANDS**

Stichting Compassion in World Farming Nederland, registered charity number 8078.24.264.

The registered office is Postbus 1305, 6501 BH Nijmegen, Nederland

## **FRANCE**

CIWF France, RNA W751226958.

The registered office is 13 Rue de Paradis, 75010 Paris, France

## **POLAND**

Fundacja Compassion in World Farming Polska, KRS number 0000484066, Tax ID 118-209-5454.

The registered office is Marszałkowska 28 A / 15, 00-576, Warszawa, Polska

## **SPAIN**

Alejandro Saint Aubin, 2

28045 Madrid, España

## **USA**

Compassion in World Farming, Inc. is a registered charity in the United States, EIN: 46-1822635.

The registered office address:

820 2nd Avenue, Unit 7B

New York City, NY 10017, USA

## **BELGIUM (BRUSSELS)**

Compassion in World Farming EU

Place du Luxembourg 12, 1050 Ixelles (Brussels), Belgium

## **CZECH REPUBLIC**

Compassion in World Farming, PO Box 106, Brandýs and Labem, PSČ 250 01, Czech Republic

## **GERMANY**

(Registered under HQ)

## **CHINA**

(Registered under HQ)

Compassion in World Farming International also has an office by affiliation in Cape Town, South Africa.



# GLOBAL VISUAL GUIDELINES

## OUR LOGO

Our logo is a concise statement of what we stand for: we want farm animals around the world to be treated with compassion. For linguistic reasons, our logo is abbreviated to CIWF for our French and Italian offices.

The Compassion in World Farming logo is a registered trademark:

- UK Trademark Registration (UK Intellectual Property Office): 2472685; and
- EU Community Trademark (OHIM – Office for Harmonization in the Internal Market): 007584551 and 007584451.

The logos are the sole property of Compassion in World Farming International and may only be used with Compassion's permission. All logos in all formats can be downloaded from **[ciwf.org/brand](http://ciwf.org/brand)**

## Clearance guidelines

Our logo is 'free range' and needs breathing space from text, images and other graphic elements, such as third-party logos on joint projects. The minimum clearance space on all sides of the logo is equal to the width and height of the capital letter 'M' in **COMPASSION** or the 'W' in **CIWF**:



## Size matters

Minimum size that can be used is 40mm wide, or 30mm for the CIWF version.



40mm  
Actual size



30mm  
Actual size

## Social media – logo variation

For all profile pictures, a cropped version of the Compassion logo showing just the lamb can be used. The same application rules apply as the full Master logo variations (from page 11).



For the best results use the following dimensions:

- **Facebook:** 320x320 pixels
- **Twitter:** 400X400 pixels
- **Instagram:** 180x180 pixels.

## Common mistakes

Using backgrounds that affect **legibility**



**Distorting** by stretching, squashing or rotating



**Boxing in / no clearance**



**Altering the colour**



**Re-arranging** the elements



**Altering the typeface**



# LOGO RULES

**As a rule, Compassion's logo, in any forum, should not be modified in any way.**

**Our logo is a key element of our global brand and is legally trademarked, and as such, should only be adapted in very special circumstances and very rarely, with formal approval for each change, even if previously approved.**

**Any modification must go through an approval process:**

- 1. A lead-time of 4-6 weeks** may be necessary to get approval for a logo change and make changes to the design of a logo.
- 2.** Discuss proposal to make a change to the logo (including why, in which channels / audiences, timeline, etc. – complete the [logo modification form](#) with your **line manager and Head of Department**.
- 3.** Contact the **Global Head of Media and the Production & International Visual Brand Manager** to request time-limited logo modification, including the above details/completed logo modification form. If they are broadly supportive, they will then share the request by email with **Global Director of Fundraising and Global Director of Campaigns** (ideally 4 weeks before start of requested change).
- 4.** Any modifications to Compassion's brand, in any forum, will then be submitted to the **Communications and Brand Steering Group** for discussion.
- 5.** The **Global Director of Fundraising** (GDF) has overall responsibility for our global brand and must give approval.

# OUR LOGO - AND HOW TO APPLY

## Master logo (A)

The Master logo should be used by default where possible.

It is for use on white and light backgrounds.

### INTERNATIONAL



### ITALY



### POLAND



### FRANCE



### NETHERLANDS



### CHINA



### UK



### SPAIN



### USA



## **Black & white logo (B)**



**The Black & White logo is used in black and white print**, or where the background colour compromises the legibility of the Master logo.

All international variations of the Black and white can be downloaded from the country-specific links below.

### **INTERNATIONAL**

#### **POLAND**

#### **NETHERLANDS**

#### **CHINA**

#### **UK**

#### **USA**

#### **ITALY**

#### **FRANCE**

## **Reverse logo (C)**



**The Reverse logo is only to be used on the Compassion Green** background colour.

All international variations of the Reverse logo can be downloaded from the country-specific links below.

**NB:** This logo is only available in EPS and PNG formats.

### **INTERNATIONAL**

#### **POLAND**

#### **NETHERLANDS**

#### **CHINA**

#### **UK**

#### **USA**

#### **ITALY**

#### **FRANCE**

## Alternative master logo (D)



**The Alternative Master logo is only to be used on a dark background** or dark photograph when the legibility of the Master logo is compromised.

All national variations of the Alternative logo can be downloaded from the country-specific links below.

**NB:** This logo is only available as an EPS file.

### **INTERNATIONAL**

#### **POLAND**

#### **NETHERLANDS**

#### **CHINA**

#### **UK**

#### **USA**

#### **ITALY**

#### **FRANCE**

## Transparent logo (E)



**The Transparent logo is available in Black or White.**

**TRANSPARENT BLACK** when the background is light- to mid-tone.

**TRANSPARENT WHITE** when printing mono (e.g. newspaper print).

International variations of the Transparent logos can be downloaded from the country-specific links below.

**INTERNATIONAL:** Black    White

**POLAND:**                      Black    White

**NETHERLANDS:**        Black    White

**CHINA:**                      Black    White

**UK:**                              Black    White

**USA:**                              Black    White

**ITALY:**                              Black    White

**FRANCE:**                      Black    White

# GLOBAL VISUAL GUIDELINES

## PRINT

The following guidelines apply to all to all **print materials (and PDFs)**.

### PRIMARY COLOURS

Compassion Green	Black	White
CMYK: 64 0 100 0	CMYK: 0 0 0 0	CMYK:
Pantone: 368	Pantone: Black	Pantone: White
RGB: 102 188 41	RGB: 0 0 0	RGB:
Hex: #66BC29	Hex: #000000	Hex: #

### PRIMARY FONT

Download Frutiger from the [Compassion Logos & Brand Folder](#).

**All text must align to the left margin.**

The letters and space between characters, words and lines (tracking, kerning and paragraph breaks) should remain pure, e.g.: 0.

### FRUTIGER

Frutiger Light

*Frutiger Light Italic*

Frutiger Roman

*Frutiger Roman Italic*

**Frutiger Bold**

***Frutiger Bold Italic***

**Frutiger Black**

***Frutiger Black Italic***

## HEADINGS

Frutiger Black, 32pt, upper case

## SUBHEADING/ Subheading

Frutiger Bold/Black, 24pt, upper or mixed case

### Paragraph Heading 1

Frutiger Bold, 12/14pt, mixed case

### Paragraph Heading 2 / Into Paragraph

Frutiger Bold, 10.5/12pt, mixed case

Body copy

Frutiger Light/Roman, 10.5/12pt

*Captions to images/graphics*

Frutiger Italic, 8.5/9pt

Photo ©

7pt, mixed case

The following guidelines apply to all **'on-screen' digital media**: Compassion's main websites, emails, and on our action/donation pages.

### PRIMARY COLOUR

#### Compassion Green

RGB: 102 188 41  
Hex: #66bc29

#### White

RGB: 255 255 255  
Hex: #ffffff

### SECONDARY COLOURS

#### Dark Green

RGB: 11 171 71  
Hex: #0bab47

#### Dark Grey

RGB: 30 30 30  
Hex: #1e1e1e

#### Light Grey

RGB: 236 236 236  
Hex: #ececEC

#### Dark Orange

RGB: 219 60 10  
Hex: #db3c0a

#### Light Orange

RGB: 245 85 35  
Hex: #f55523



## DIGITAL FONTS

All website and social media visual assets should use **Oswald** and **Montserrat** fonts. Both fonts can be downloaded from the [Compassion Logos & Brand Folder](#).

### OSWALD FOR HEADINGS & large typeface

#### OSWALD BOLD

OSWALD-EXTRALIGHT

OSWALD LIGHT

OSWALD MEDIUM

OSWALD-REGULAR

OSWALD-SEMIBOLD

### MONTSERRAT for body copy & captions

**Montserrat-Black**

***Montserrat-BlackItalic***

**Montserrat-Bold**

***Montserrat-BoldItalic***

**Montserrat-ExtraBold**

***Montserrat-ExtraBoldItalic***

Montserrat-ExtraLight

*Montserrat-Italic*

*Montserrat-LightItalic*

Montserrat-Medium

*Montserrat-MediumItalic*

Montserrat-Regular

**Montserrat-SemiBold**

***Montserrat-SemiBoldItalic***

Montserrat-Thin

*Montserrat-ThinItalic*

## COMPASSION'S CAMPAIGN-SPECIFIC GUIDELINES

The following Compassion global campaigns have their own visual identities, which include logos, fonts and colour palettes for both on- and offline communications.



The international guidelines and assets for our **End the Cage Age** campaign can be downloaded from the [Compassion Logos & Brand Folder](#).



The international guidelines and logos for our **Rethink Fish** campaign can be downloaded from the [Compassion Logos & Brand Folder](#).



**Ban Live Export (UK)**  
**Stop Live Transport (International)**

There isn't a definitive guideline document, but the logo should follow Compassion's Master logo guidelines in terms of minimum size and clearance.

Logos and font can be downloaded from the [Compassion Logos & Brand Folder](#).



The international guidelines and logos for our **Food Business programme** and **EggTrack** can be downloaded from the [Compassion Logos & Brand Folder](#).

**NB:** For the **Good Farm Animal Welfare Award** logos, permission to use and download will be needed via the Food Business Senior Marketing and Communications Manager.

# IMAGERY GUIDELINES

Before applying text or logo to images, please be mindful not to compromise legibility by using busy background images and colours.

## GOOD:

**Clean, natural, bright & fresh** – representing the environments we want farm animals to live in.

**In focus, high resolution, well photographed, engaging** images that convey the value, sentience and beauty of farm animals.

**Close ups, detail and unusual crops** create a sense of intimacy and spontaneity; we particularly like the eyes of animals – they tell a story.

We use **investigative** photographs and film stills that expose the gritty horrors of factory farming; but nothing too gory so as to abide by fundraising/advertising standards.

**Remember** that any ID tag must have the number obscured, so as to protect the investigator and the farm.

**Montages** of supporters in action – e.g. at events, demonstrations, on Twitter – are impactful and help support the feeling of our 'movement'/voices coming together.

All images must be supported by a **caption**. It should tell the story of the picture and act as a signpost within the page content.

If purchased from third-party libraries, **you must credit** photographers/agencies where required. The standard wording is: Photo © Name/Organisation.

## **IMPORTANT:**

**Make sure the image is correct!** E.g. When talking about broiler chickens, don't use an image of an egg-laying hen; when talking about organic pigs, make sure their tails are intact. What we do is quite specific, so we have an extensive [Image Library](#) that reflects our activities: investigations, campaigns, research, farming, farm animals.

Make sure you have **permission** to reproduce the image **in print and online** – special licences are required for different media, e.g. commercial licences are required if we are *selling* merchandise that has a stock photo (t-shirts, cards etc.).

## AVOID:

Images that **risk** making the organisation looking foolish, amateurish or unprofessional; and that misrepresent the truth:

**Low resolution, out of focus, 'busy'** images that lack focus.

**Over-artworked** images, **clip art** and **low-quality** stock photos which don't reflect our professionalism.

Images that are **too cute** or **anthropomorphic**.