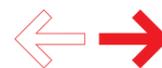


act!onaid

ActionAid Brand Guidelines
2007

Contents





Welcome to the ActionAid brand guidelines. Our aim is to strengthen our position, have greater influence over people, governments and institutions, improve the understanding of what we do, gain more supporters, partners and increase funding.

Our identity provides us with effective tools with which to communicate to our many audiences.

As everything we do speaks about us and what we stand for, it is essential that our identity is consistent and coherently implemented. All print and digital literature produced on behalf of ActionAid, internally and externally, must follow these guidelines.

These guidelines have been created to detail key elements of our identity, and show examples of their use on a selection of communication materials. The strength of the ActionAid identity is based on firm foundations and some elements require complete consistency in use and implementation.

Other elements require local adaptation and creativity for maximum impact in different markets.

These guidelines are not exhaustive. They will grow and evolve as we all start working together with the brand elements and set benchmarks.

Your involvement in this process is vital and will help us define our brand and assist us in achieving our goals.

Be inspiring.



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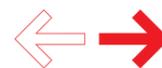


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When we want to describe who we are, we use the organisational descriptor below. This will appear at the bottom of emails, press releases etc.

ActionAid is an international anti-poverty agency working in over 40 countries, taking sides with poor people to end poverty and injustice together.



Vision

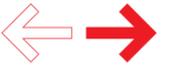
What we want:

A world without poverty and injustice in which every person enjoys the right to a life with dignity.

Mission

How we're going to achieve it:

To work with poor and excluded people to eradicate poverty and injustice.



These are the key values that support our brand essence and help define who we are, as well as the organisation's identity. Our values are:

Mutual Respect

Equity and Justice

**Honesty and
Transparency**

Solidarity

Independence

Courage of Conviction

Humility



Our values shape our personality traits and our brand personality is how we express our values through our behaviour, actions and words. Our personality is:

Respect

We show respect to others by listening to them. We can only work with others if we know them and understand them, and to do this we must listen. We demonstrate our respect through how we greet and acknowledge people.

Acting with Urgency

We will act today, not leave it undone until tomorrow.

Political

It is a political act to take sides with the poor. We are solid in our solidarity with poor people, but we are non-partisan and non-party political.

Committed and Passionate

We are inspired by the poor people we work with because we spend time with them and engage with them. We are part of their struggle, and always ask or try to think what they would do, say or want in our situation.

Honest and Truthful

We understand that it is only by acting with integrity and openness that we will achieve our long-term objectives. We can admit our faults, we learn from them and move on from them.

Youthful

Our approach to our work is energetic and flexible. We challenge ourselves and others, and do not get stuck in our ways.



Bold

We don't mind speaking out where others fear to if we are convinced it will make a difference to poor people.

Relentless

We don't give up. We know it's tough, we know we are up against it, but we will still be there when the cameras stop rolling.

Truly International

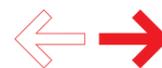
We don't just talk the language of internationalisation, we live it. We moved our international secretariat to Johannesburg, and important decisions are made and supported away from the centre.



Our core thought is the summation of what the brand does above and beyond the everyday activities of the organisation – it is something that sums up a key motivating difference between ActionAid and our ‘competitors’.

It becomes the platform/focus that brings the personality alive – through actions and communications. It is not a single communication but a starting point from which the messages and look and feel of the brand should build from and build to.

Together



‘Together’ celebrates how ActionAid works and is expressed in three distinct ways:

Physically Together

Right next to those who count, rooted locally and influencing locally and globally; being where it counts in the north and the south; being alongside women as well as men

Politically Together

We are on the side of poor people, acting in solidarity with local and global social movements

Emotionally Together

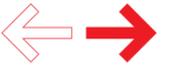
Empathy and being aware of the emotional impact of situations and the actions taken to resolve them

It is through this togetherness that we will meet our objective of stopping poverty and injustice – ultimately bringing poor and wealthier people closer together. There is an opportunity to own this core thought and become known for it.



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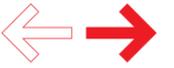
Basic Elements 2.1



Our brand is made up of a number of elements that, when combined, create a powerful brand identity. Certain elements are fixed across all communications, these are; logotype, application of country differentiation, colours, strapline (which can be translated), typefaces, co-branding and the use of the images guidelines. Other elements can be applied with greater flexibility, to enhance communications with target audiences. These are the use of the symbol, the handprint, words as visual elements and the messages.

Being an international organisation with presence across many countries and cultures, it is important that the local flavour is not lost whilst being consistent and adhering to the brand guidelines.





Our logotype must endorse all the communications we create. It is strong, direct and robust.

On no account must the logotype ever be redrawn or modified, nor translated.

act:onaid

Exclusion Zone and Recommended Sizes 2.2.1



To make sure the logo has maximum standout, always refer to the exclusion zone illustrated here which prevents other graphic elements from interfering with the integrity of the logotype. The exclusion zone around the logotype is the height of the 'exclamation mark', as shown below.

Always reproduce the precise positioning and proportions of the logotype elements in the set relationship shown here.

- 1 The exclusion zone for the logotype, which must always be adhered to.
- 2 Logotype at a width of 210mm, to be used on A1 posters etc.
- 3 Logotype at a width of 140mm, to be used on A2 posters etc.
- 4 Logotype at a width of 105mm, to be used on A3 posters/ documents etc.
- 5 Logotype at a width of 70mm, to be used on A4 documents etc.
- 6 Logotype at a width of 52.5mm, to be used on A5 documents etc.
- 7 Logotype at a width of 35mm. This size is used on the business card and is the minimum size at which the logotype can be used.



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act!onaaid

7

Logotype Positioning 2.2.2



The previous page details how the exclusion zone around the logotype works. This exclusion zone, being the height of the 'exclamation mark', must also be adhered to when positioning the logo onto the various documents and items that it will appear on.

The logotype must always appear at the top right of the page/item, with the margin space being the exclusion zone measurement.



act!onaid

A3 (measurements in millimetres)



A4 (measurements in millimetres)



A5 (measurements in millimetres)



Logotype Usage 2.2.3



The ActionAid logotype, when used in colour, should always be in Pantone 485 (see section 2.6 for full details on colour). However, there needs to be some flexibility with the usage to suit various purposes and applications. We recommend you follow the following guidelines to ensure that the logotype still stands out without compromising the brand integrity.

- 1 The logotype should appear in red, wherever possible.
- 2 The logotype should always reverse white out of a coloured background. Never use a full colour logotype on a coloured background. The background should never be a tint percentage of the colour.
- 3 When the logotype cannot be used in the corporate red, due to budget etc., the logotype should appear in black, when on white.
- 4 The logotype should reverse white out when used on a black background, if the budget does not allow the use of the corporate red as the background colour.
- 5 The logotype should always reverse white out of a colour image, that has a dark or 'busy' colourful background.
- 6 A reversed white out logo should always be used when on a black and white image that has a dark contrasted background. If the black and white image used has a lighter background to it, a black logo should be used.
- 7 The logotype should appear in red when placed onto colour images when the background is of a complimentary lighter colour and does not overpower the logotype.
- 8 If the logotype is placed onto a pale colour image a black logotype may also be used.



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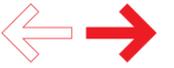


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Co-branding 2.2.4



ActionAid works with many other organisations and agencies. In such cases, the ActionAid logotype will need to work in conjunction with other logos.

Illustrated below are some basic rules to ensure the correct amount of prominence when producing literature and associated marketing.

- 1 On ActionAid initiated projects, the ActionAid identity takes precedence and should sit in the top right corner following guidance as set out in section 2.2.2 Logo Positioning.
- 2 Whenever ActionAid is being used to support another organisation, we must make sure that the material on which our logotype appears adheres to ActionAid's principles. The guidelines of the associated organisation will usually dictate where the support logo is to appear, however, the preferred positioning is bottom right.
- 3 When two or more logos are required to sit side by side and are to be given equal prominence, they should align horizontally and appear bottom right. Exclusion zones apply in just the same way as if our identity were appearing on its own.
- 4 When more than one logo is required to sit side by side, they should be spaced apart by adhering to the ActionAid logotype exclusion zone, please refer to section 2.2.1 Exclusion Zone and Recommended Sizes for further information on the ActionAid logotype exclusion zone.



1



2



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4

Country Differentiation 2.2.5



A detailed study on ActionAid's name highlighted that ActionAid International + country name is unwieldy and unnecessary. Action Aid + country name is less unwieldy but still adds clutter and confusion to external audiences.

In May 2006, ActionAid International's Board of Trustees approved a proposal that the word 'international' and the country name be dropped in all visual expressions of the ActionAid brand.

The ActionAid logotype excluding the words 'International' and/or country name, is now the core, international and national brand.

This change is aimed at providing organisational clarity and to make it easier to use and adopt with consistency. It ensures the most focused expression of the brand, provides most coherence, is the strongest option and way forward to building the brand locally and globally and minimises excessive points of contact.



Using 'ActionAid' on its own

- Bar a few exceptions outlined below, the word 'ActionAid' should always either stand alone or be linked to (or locked-in with) the approved organisational strapline
- In normal day-to-day written and verbal communications, the organisation should be referred to simply as 'ActionAid'
- Reports, photos and videos should also always be credited to ActionAid only.

Exceptions

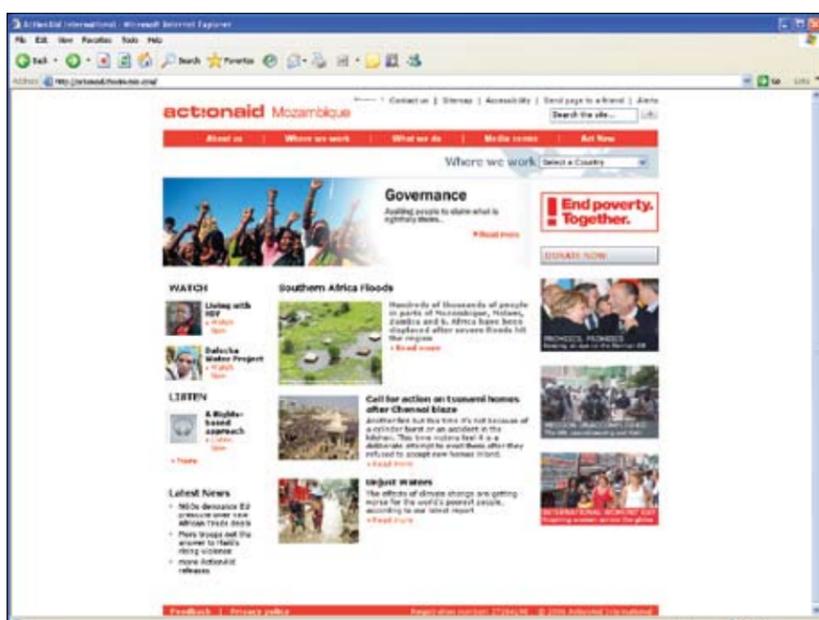
Contracts and other Legal Documents

Where 'International' or the country name is part of the exact registered name of the organisation.

Descriptive Form

The words 'International' and the country name derivatives can be used in a descriptive form in the body of our communications materials when a specific distinction needs to be made to avoid confusion, such as:

- on the address of our letterhead, business cards etc.
- in notes to editors in our press releases
- in our report acknowledgements.
- on country websites





Examples

Stationery address:

ActionAid UK
Hamlyn House
MacDonald Road
London
N19 5PG

ActionAid China
Room 304, Julong Garden
Building No. 8
Xinzhonghie 68
Dong Gheng District
Beijing 10027
China

‘Jane Jam, an ActionAid Kenya spokesperson ...’

‘Stop Corporate Abuse, a campaign organised
by ActionAid UK ...’

Notes to Editors eg: ‘ActionAid Kenya is an affiliate
member of ActionAid International’

Report Acknowledgements eg: ‘Published by
ActionAid India + address’

Strapline 2.3



This strapline brings a sense of progress from 'fighting poverty together'.

People see poverty as a never ending problem and whilst we don't want to over claim, we want to be able to inject a sense of achievement, real ambition, that will rouse the same feelings in our audience and make them feel like they want to be part of something that is attainable.

The reason for developing the strapline is to show strength and belief in what we do and what we stand for.

Even if we do not end poverty in our lifetime, we are convinced it can be done.

This strapline has a definite tone to capture the passion and ambition within the organisation.

The strapline may be used in any of the corporate colours from the ActionAid colour palette. It can be translated into local languages if preferred.

1 When the strapline appears on ActionAid communications, it must always appear with the logotype, but never beside it. The strapline must never sit within the logotype exclusion zone and so should therefore be at least as far away from the logotype as the exclusion zone. The size of the strapline will always be in accordance to the logotype. The width of the strapline will measure from the cross bar of the 't' on the logotype to the end of the letter 'd' and will always range right with the logotype. There will be certain instances where the strapline will need to be reproduced where it can not be ranged right with the logotype. These instances should be kept to a minimum.

If the strapline is to be used on it's own (ie. without the logotype), it can be used in any of the corporate colours from the ActionAid colour palette, (see section 2.6 for full details on colour). When the strapline appears with the logo, it should always be black (whether the logo is black or red).

Wherever possible the strapline artwork should be used. This is not possible when the strapline is translated into another language. In this case only, the font Helvetica Neue 95 Black should be used to typeset the translated strapline.





Translations

Below are a few examples of how the strapline translates in various languages.

French: Terminer la Pauvreté. Ensemble.

German: Endearmut. Zusammen.

Italian: Finire la Povertà. Insieme.

Portuguese: Vencer a Pobreza. Juntos.

- 1 The strapline should always be used with the logotype, (as detailed on the previous page) but on certain communications the strapline may become the more important message and should be larger in size.
- 2 The secondary stacked version has been created to allow the strapline to fit better in different document formats.
- 3 This A4 document cover shows the strapline being applied to work with the logotype.

End poverty. Together.

1

End poverty. Together.

2



2



The symbol is the exclamation mark that is part of our logotype. Two symbol versions can be used, depending on the audience. One symbol looks more corporate, while the other is in a graffiti style (both versions are shown over the next two pages) – which is more adaptable for campaigning materials.

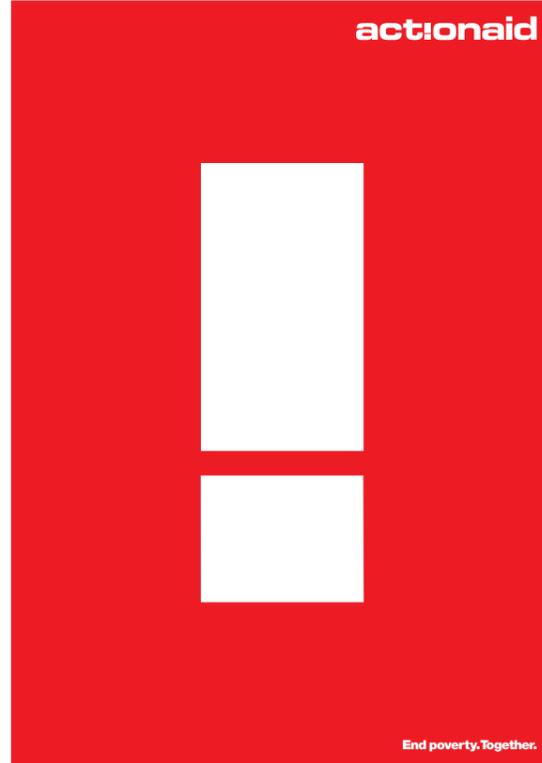
The symbol should always work in conjunction with the logotype – in other words, where possible the logotype should support the use of the symbol, e.g. folder.

However where it is not possible to combine the two as space is limited (especially merchandise), it is possible to use the symbol in isolation, eg t-shirts.

The symbol should always be viewed as a shorthand to the logotype – not a replacement for it.

Always use the artwork of either of the symbols. On no account must the symbols ever be redrawn or modified.

Symbol 2.4 (continued)



2

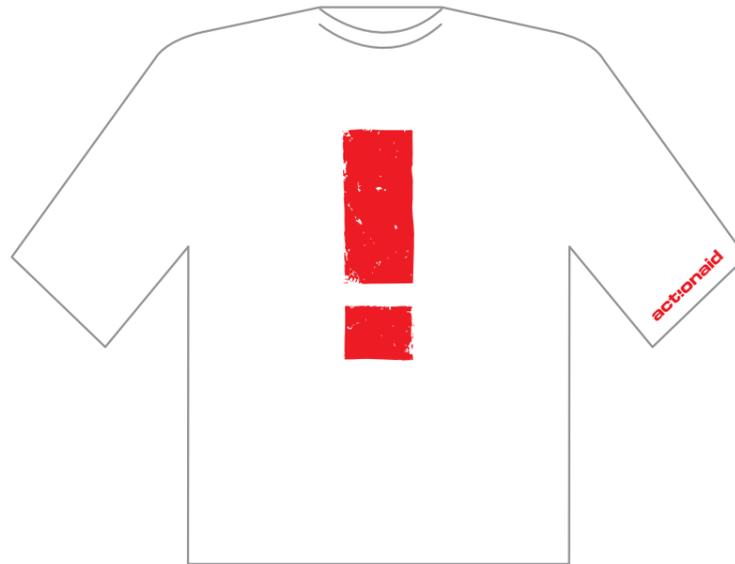
- 1 The symbol.
- 2 The symbol as applied to an ActionAid folder.

1

Symbol 2.4 (continued)

Symbol

Contents



2

- 1 The 'graffiti style' symbol.
- 2 The 'graffiti style' symbol as applied to an ActionAid t-shirt.



1

The Handprint (Circular) 2.5



The circular handprint can be used instead of the strapline (shown in Section 2.3), to portray the ‘End poverty. Together’ message in a more dynamic way. The circular handprint can be used as a symbol to add presence and dynamism to ActionAid publications, merchandise and communications.

The circular handprint should always work in conjunction with the logotype – in other words, where possible the logotype should support the use of the handprint.

However where it is not possible to combine the two as space is limited (especially merchandise), it is possible to use the circular handprint in isolation.

The circular handprint should always be viewed as a shorthand to the logotype – not a replacement for it.

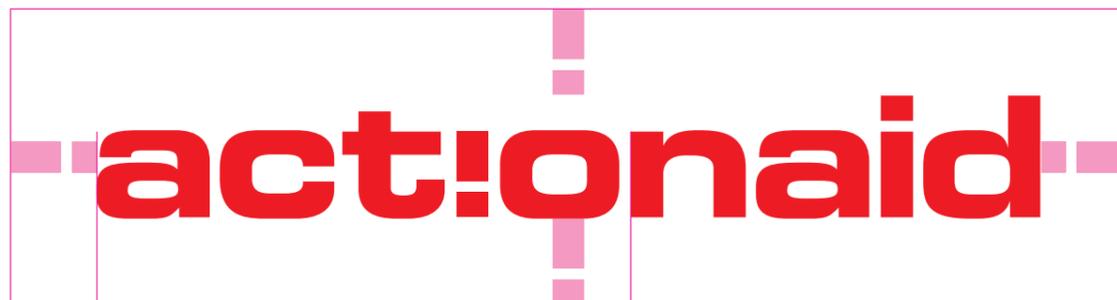
The circular handprint can be used in any of the colours from the colour palette (See section 2.6).

Always use the artwork of the circular handprint supplied. On no account must the circular handprint ever be redrawn or modified except for when it needs to be translated into different languages.

The angle at which the handprint sits is determined in the original artwork.



1



2



- 1 The circular handprint.
- 2 When the circular handprint appears on ActionAid communications, it must always appear with the logotype, but never beside it. The circular handprint must never sit within the logotype exclusion zone. The size of the circular handprint will always be in accordance to the logotype. The width of the handprint will measure from the first part of the first letter 'a' of the logotype to the first part of the letter 'n' and will always range right with the logotype.
- 3 The A4 letterhead shows the circular handprint being applied to work with the logotype.

ActionAid International
PostNet Suite #248
Private Bag 3031
Saxonwold 2132
Johannesburg
South Africa

Phone +27(0)11 731 4500
Fax +27(0)11 880 8082
Email mail@actionaid.org
www.actionaid.org

act:onaaid

Addressee name
Company name
Floor/building name
Street name
City/Postcode

17/01/2007

Salutation

Subject of letter

This guide is to show how your letter should be typed so that all letters look the same. The left margin is set at 10mm from the edge of the page. This letter is set in Arial 10 point with 12.5 point leading.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nislut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrent in vulpate velit esse molestie consequat, vel illum doloreu feugiat nulla facilisis at vero eros etsectetur adip iscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore accusan et iusto odio dignissim qui blandit praesent luptatum zzril delenit.

Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, conset etuer adip iscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliq uam erat volutpat. Lorem ipsum dolor sit amet, consetetur adipiscing. Lorem ipsum dolor sit amet, mazim placerat facer possim assum. Ut wisi enim ad minim vulpate adip iscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliq uam erat volutpat. Lorem ipsum dolor sit amet, consetetur adipiscing. Lorem ipsum veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nislut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hend in vulpate velit esse molestie consequat, vel illum doloreu feugiat nulla facilisis at vero eros etsect etuer adip iscing elit.

Complimentary close

A.N. Owen

Name
Position

Incorporated in The Hague,
The Netherlands
Registration number 27284198
Incorporated in South Africa
under Section 21A
of the Companies Act 1973
Registration number 2054/0071/1710

3

The Handprint (Rectangular) 2.5.1



The rectangular handprint should be used instead of the circular if it fits the format, where it allows the message to be emphasised, so that the rectangular version fits the format of the document better than the circular version.

The rectangular handprint can be used instead of the strapline (shown in Section 2.3), to portray the 'End poverty. Together' message in a more dynamic way. The rectangular handprint can be used as a symbol to add presence and dynamism to ActionAid publications, merchandise and communications.

The rectangular handprint should always work in conjunction with the logotype – in other words, where possible the logotype should support the use of the rectangular handprint.

However, where it is not possible to combine the two as space is limited (especially merchandise), it is possible to use the rectangular handprint in isolation.

The rectangular handprint should always be viewed as a shorthand to the logotype – not a replacement for it.

The rectangular handprint can be used in any of the colours from the colour palette (See section 2.6).

Always use the artwork of the rectangular handprint supplied. On no account must the rectangular handprint ever be redrawn or modified except for when it needs to be translated into different languages.



1



2

- 1 The rectangular handprint.
- 2 When the rectangular handprint appears on ActionAid communications, it must always appear with the logotype, but never beside it. The rectangular handprint must never sit within the logotype exclusion zone. The size of the rectangular handprint will always be in accordance to the logotype. The width of the rectangular handprint will measure the same width as the logotype.



Primary Colour

Our core colour is red and this should continue to be used. The chosen red is Pantone 485, with the CMYK breakdown being Magenta 100% and Yellow 100%.

Equity has been built up over a number of years with consistent use of the red. However we now need to make a conscious effort to use this colour more effectively with the other brand elements.

Secondary Colours

Two shades of grey have been chosen to support the primary colour red. The Pantone references for these two greys are Pantone Warm Grey 9 and Pantone Warm Grey 4. CMYK four colour process breakdowns of the colour palette are also supplied. Black and white can also be used to complete the colour palette.

Print

Print Primary:
Pantone 485
Print CMYK:
Magenta 100% Yellow 100%

Print Secondary 1:
Pantone Warm Grey 9
Print CMYK:
Magenta 11% Yellow 20% Black 47%

Print Secondary 2:
Pantone Warm Grey 4
Print CMYK:
Magenta 4% Yellow 9% Black 24%



Websafe colours

Below are the websafe colours we recommend as an extension of the brand colours for print.

As each computer screen is configured differently, there is no one red (for example) that will represent the same on all. It may appear brighter or duller depending on the calibration of the screen. However, we have chosen the following to best reflect our primary and secondary colours. Black and white can also be used to complete the colour palette.

Websafe

Web Primary:
RGB Red 237 Green 28 Blue 36

Web Secondary 1:
Websafe 666666
Sheet Metal Dark Grey

Web Secondary 2:
Websafe 999999
Duct Tape Light Grey



Primary Typeface

The ActionAid primary typeface is Helvetica Neue. This provides a family of fonts which are available in a number of weights that allow versatility across a wide range of designed and printed applications.

Helvetica Neue is one of the most widely available typefaces, meeting all requirements for legibility and accessibility across the world.

- 1 Helvetica Neue 45 Light.
- 2 Helvetica Neue 95 Black.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@£\$%&*?“”)

1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@£\$%&*?“”)

2



Default Typeface

If Helvetica is not available, a default typeface, Arial, is recommended for use on internally produced documents, e.g. Word templates, Powerpoint, email and the body of letters and memos.

This typeface has similar characteristics to Helvetica and will work in sympathy with it. It is also recommended by the DDA legislation by the European disability legislation.

- 1 Arial Regular.
- 2 Arial Black.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@£\$%&*?“”)

1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@£\$%&*?“”)

2



Web Typeface

Verdana is the type for use on websites. It is very similar to Helvetica and Arial, but more commonly used online.

This typeface should never appear on other communications.

- 1 Verdana Regular.
- 2 Verdana Bold.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@£\$%&*?"'")

1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@£\$%&*?"'")

2



A visual treatment to communicate the core thought and messages have been developed, as a new branding tool. Specifically, the words must always be formed so that the important cause or issue relevant to ActionAid can be pulled out.

The examples below show the idea of how the words should work:

Reclaim

Injustice

Inequality

Invisible

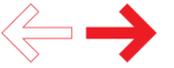
Inhuman

Words as Visual Elements 2.8 (continued)

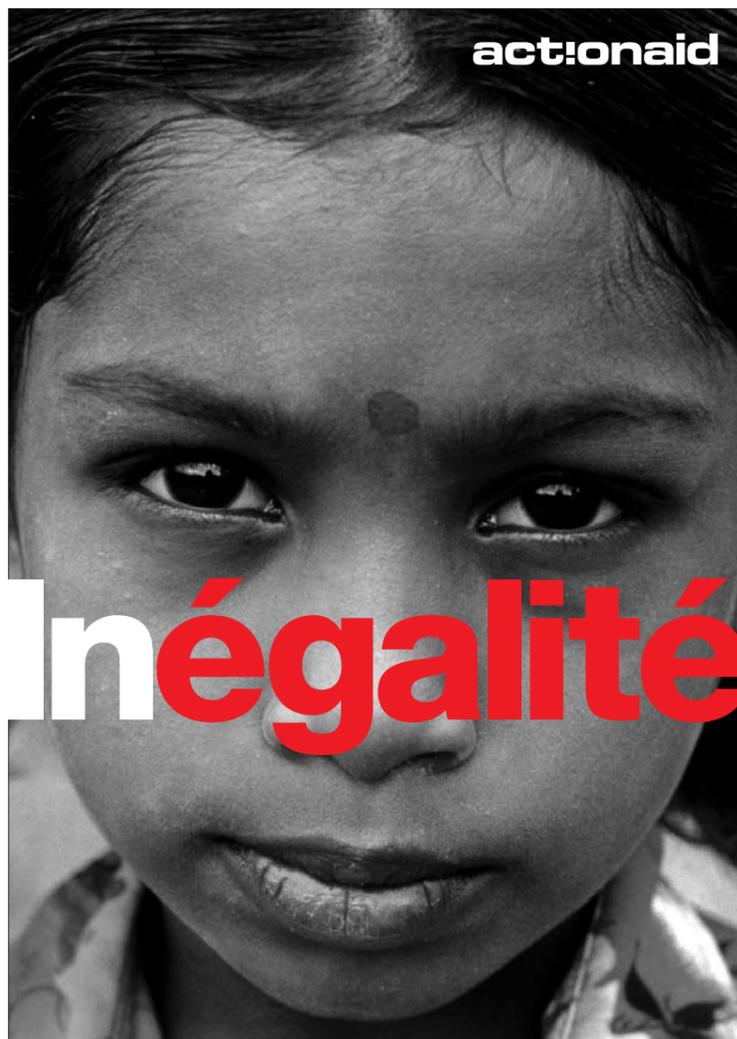


Below is an example of the Words as Visual Elements on literature, that conveys a strong message about ActionAid and its work. The words can be used at various sizes.





Below are some examples of the Words as Visual Elements being applied to various projects. The words can be used at various sizes and should be able to work in different languages.



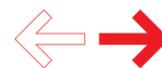


Image as key branding element

Images, both moving (video) and still (photography) are an integral element in our branding and communications work. Through images:

- we can communicate quickly and effectively who we work with, and how and why we work with them
- we can engage and attract new supporters, motivate and inspire existing supporters and help influence decision-makers
- we can reinforce our brand identity.

To achieve this, all the images we use should:

- accurately reflect our mission, vision, values and personality
- accurately represent our activities and the people we work with
- be consistent with the core concept of our brand (i.e. together)
- be tailored to serve the needs of our intended audiences
- comply with legal requirements e.g. In the UK, the Data Protection Act 1998.

Consistency with the core concept

Recognising the power of images and their vital role in reinforcing our brand, key images should, as far as possible, capture and portray the core brand concept of 'togetherness'.

In materials aimed at building ActionAid's overall brand visibility, such as key web pages, office reception areas, magazine and report covers, newsletter front pages, campaign posters, fundraising adverts, banners, and DVD and video sleeves, the primary or dominant images used should convey 'togetherness' as strongly as possible.



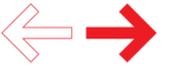
However such images are not always relevant, and the rule should not be applied too strictly. An image conveying ‘together’ may at times not be the most effective for specific audiences or messages. For example, images in fundraising and campaigning materials need to be tailored to a specific audience to maximise response and provoke action.

So ‘together’ should be used as a default, but will not always suit the audience and message.

For editorial images which illustrate the body of a specific report, story or fact, images used should be relevant to the key message. A ‘together’ image might not be appropriate for this use.

Example of image that shows ‘together’





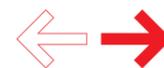
Example of image that does not show 'together'



Selecting and Working with Photographers

All photographers we work with will have their own ways of achieving and interpreting 'togetherness' and they should be commissioned on their overall understanding of how this applies to ActionAid and what 'togetherness' means to the brand.

- We should work with photographers who are knowledgeable about developmental issues, who respect the work we are doing and the people we work with
- They should be briefed so that they have an understanding of the politics and local issues of the area to be visited and have an understanding what affects the lives of the people they are visiting
- Photographers should also be made aware of cultural or religious issues and how they may impact on their work for ActionAid

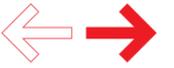


- Photographers should be given ample time with the communities they work with. This time respects the photographer's work and the communities they are photographing. The time allows the photographer and those being photographed to get to know each other, to become comfortable and to establish some trust. It also gives the photographer time to decide the most effective way to photograph the community and the individuals within the community.

The following section provides several tips on how to capture and portray 'togetherness' in our images.

Achieving 'togetherness' in imagery

An image of 'togetherness' is not strictly two people standing or working side by side. 'Togetherness', as defined in our strategy, reaches beyond 'physical' closeness to include emotional and political 'togetherness'. Thus, a single individual making direct eye contact with the viewer can elicit a sense of 'emotional' togetherness. A large group of people rallying around a common cause can elicit a sense of 'political' togetherness.

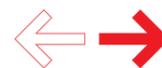


If you are unsure whether an image correctly portrays 'togetherness', ask yourself the following questions:

Do the subjects appear to be connected to one another?

Wherever possible, show the connection between people. A stronger sense of 'togetherness' might in some cases be portrayed by cropping or focusing in on certain individuals within the image. When creating new images, try to capture interactions between people. Pick locations or moments in the day when social interactions are more likely to occur or supply props that stimulate social interactions.





Do you feel a sense of 'connection' with the subject(s)?

Images used should 'connect' with the audience. This is often, but certainly not always, through eye-contact. Even when an image shows just one person, it's still possible that it conveys 'togetherness' – togetherness and connection between the subject and the audience.



Have you captured the subject's context?

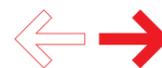
Does the image convey something of the wider context in which the subject's sense of 'togetherness' is being played out? Choose images with a strong focal point as well as context. An image of a person in context can often provide far more information about the person than an isolated image of their face.

A good rule of thumb is to always be guided by our vision, mission, values and personality.

Subjects we photograph

General portrayal of subjects

Wherever possible, use images that show people as positive, empowered, active and engaged members of their community. Show people living in dignity. However, in certain cases, depending on the situation and the target audience, showing need or disempowerment may be more effective, particularly when soliciting and retaining support for our work,



be it financial or otherwise, or when we need to portray that the people we work with are not empowered at all.

Categories of Subjects

Women: challenge stereotypes

Visual stereotypes are often applied to images of women, who are commonly portrayed as dependent victims or are not included at all. Our use of images should address this misconception by creating and selecting images that show women actively leading or engaging in bringing about change, as well as those that show the struggle of everyday life.

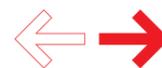
Where possible, use a photograph of a woman rather than a man.

Images of women should:

- In most cases, and where appropriate, show women as empowered and in positions of power. Avoid always presenting women as powerless. This perpetuates myths and stereotypes about women and men. Where relevant, show women in professional positions (not just as dependents, carers etc.)
- Show women as having equal status to men
- Avoid presenting women as passive and men as active
- Make sure that while women can be portrayed as 'victims', they should also be portrayed as active agents, taking responsibility for themselves.

For photo captions:

- Avoid defining women through their marital or maternal roles. Women are individuals first and foremost – wives or mothers second etc.
- Have women speak for themselves by using quotes in the first person in captions. Having someone speak on their behalf robs them of an identity and disempowers them



- Use gender inclusive language, unless it is really necessary to be specific. e.g. chairperson rather than chairman, manager is good enough, as opposed to ‘manageress’.

Older people, people living in poverty, people with HIV/AIDS and people with disabilities: challenge stereotypes

We should challenge the visual stereotypes of older people, people living in poverty, people living with HIV/AIDS and people living with disabilities. As far as possible, and depending on the intended audience and message, we should use positive, dignified images, highlighting effort, resilience, innovation and achievements. However, in certain cases, particularly when soliciting and retaining support for our work, be it financial or otherwise, showing need may be necessary. Also depending on the situation and the target audience, the image may need to portray that the people we work with are not empowered at all. In the UK and other countries that have specific disability legislation, we should always comply with necessary legislation (UK – Disability Discrimination Act).





Children: never rob them of their dignity (defined as any person under 18 years)

We work with some of the world's most vulnerable children. When portraying this vulnerability, we should never rob children of their dignity (refer to our Child Protection Policy for further details).

The following guidelines are in line with this policy:

- When photographing or filming a child, the child's best interest should always be our primary consideration
- Filming or photographing a child should always be a positive experience for them, providing a potential for learning and enjoyment
- Never photograph a child with the intent to shame, humiliate or degrade them, or perpetrate any form of emotional abuse
- Children should never be depicted in erotic, seductive, provocative poses or context, even if illustrating trafficking of girls etc.
- Ensure that all children represented in images are suitably dressed. We should never use images of nude children, children that appear to be wearing no clothes, children in transparent clothes. We should also never blur nude areas or use props to cover areas that are not clothed
- An image of a child should never include the child's full name (Exception: Child Sponsorship material targeted directly to child sponsors.) We should also never disclose personal details, email, postal address and telephone numbers other than if these details have been knowingly and openly provided by the child themselves (See section on Consent Form) and the child is aware that these will be provided with the images
- Try to show children in their context, showing the reality of their lives, the environments in which they live and the circumstances that make them vulnerable



- Where possible, show children as active and resourceful. Where relevant, include families, parents or carers
- Where possible, show how ActionAid works with children, rather than showing them as alone and vulnerable
- Before using the image of a child, ensure you have parental or guardian consent. Ensure that the parent or guardian understands how and why the image is being used. As far as possible, also explain to a child why they are being photographed. This can facilitate self-confidence of the child's contribution to development in his/ her community. Also, respect a child's opinion in matters affecting them. Even with the parent's consent, do not photograph or use an image of a child who doesn't want to be photographed or have their image used (See also section on Consent)
- Never ask children to pose for pictures that put them at risk, either physically or mentally. This applies to the time when the picture is taken and after, in how it is used
- Never ask a child to 'advertise' the ActionAid brand by taking an image of them holding up a banner of our logo etc. This doesn't apply to an incidental T-shirt with our logo on it or a poster or sign in the background etc.

Consent

Before we use an image of subject, we must ensure we have their written consent. For people up to the age of 18, the parent, guardian or carer must provide this. (Refer to ActionAid's Image Consent Form). For people who cannot understand, read or fill in the consent form, a representative of their choice should provide the consent on their behalf.



In summary:

Consent cannot be regarded as given if:

One of two parents does not provide consent. In this case, treat it as if consent has not been given.

The parents consent but the child him/her self doesn't.

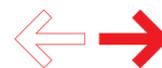
- It is best to destroy images five years after the date on the consent form, unless further consent is agreed
- If using agency photographs, ask them to guarantee that permission has been granted. Also tell the agency how the photographs will be used because there are different charges for different situations.

If consent cannot be reasonably sought, as the photographs are being taken in a public place, eg. opening event, or funfair, it is reasonable to take the photographs and use them for the original purpose without fear of being in breach of the Data Protection Act 1998 if you can answer 'yes' to the following questions:

- Would people attending the event expect photographs to be taken?
- Would people in the photograph probably consider themselves to be in a public place, with no expectation of privacy?
- Do you think it unlikely that anyone would object to the photograph being taken?

Portraying diversity: balanced representation of people we work with

In all our publications, videos, websites and other communications, ensure there is a balanced representation of the wide range of people we work within the context of the subject matter.



Colour, Black and White, Graphic Treatments

As far as possible, use colour images. For more hard-hitting campaigns, black and white images and different graphic treatments (such as use of dots) can be used to provide more impact.



Video Guidelines

Reflecting ActionAid's brand is as important in video as it is in any other form of communication work. With forethought and planning, video can successfully convey the 'together' concept and present the poor and excluded people we work with in an empowered, dignified, and active light.

Best practice for an ActionAid video

- The video should convey that we work together with poor and excluded people by giving priority to their voices and actions
- Tailor a video to its intended audience. There is no 'one size fits all'. With some audiences, we would want to convey that we work with our supporters and other audiences by using simple, jargon-free language and by presenting an engaging story with human details they can relate to. With other audiences, the use of technical or sophisticated language might be appropriate. Again, tailor every video to its intended audience.



In an ActionAid video:

- people tell their own story in their own words, as far as possible/appropriate
- poor people's voices are heard first and foremost
- interviews with experts do not dominate
- voiceover or narration usually does not dominate. However, voiceover can be useful to convey complex information quickly and clearly or in fundraising videos or commercials which might use a professional voiceover to motivate and inspire so that the viewer will respond
- where possible or appropriate, action scenes (rather than just interview or voiceover) are used to show the problems faced or rights denied
- action is also used to show what people are doing to secure their rights
- ActionAid spokespeople are shown in the field, together with poor people, or in a neutral location; not in a comfortable office
- the audience is not alienated by policy-speak they do not understand; however, in certain cases, 'Policy speak' may be relevant and the appropriate language for certain expert audiences.

All graphics and titles used in an ActionAid video should reflect or be inspired by the brand. The current approved logo should always be used. Any other graphics, titles and subtitles/captions should conform to the brand guidelines and be suitable to the subject matter of the video.