INSTITUTE OF FUNDRAISING
BRAND GUIDELINES
AUGUST 2017
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OUR TONE OF VOICE

We communicate with a wide range of fundraisers and other stakeholders, all with different levels of understanding and knowledge about the industry. Typically, they come to us as a sector guide; a voice for the profession.

We aim to inspire our audiences by helping them to achieve excellence, to meet their fundraising goals, to gain support (either directly from the IoF or through our communities/networks), to be inspired, to think creatively, to get answers, to access knowledge and expertise.

We do this by speaking in a manner which is confident, helpful and encouraging.

Our voice should be:
- Inspiring
- Knowledgeable
- Encouraging and reassuring
- Approachable
- Helpful and supportive

Our voice shouldn’t be:
- Patronising
- Unrealistic or naively positive
- Self-congratulatory
- Overly familiar

What we should convey when we speak:

As a fundraiser, you have one of the most important jobs in the world. Your work enables charities to fund vital services and to tackle some of the world’s biggest problems. We are here to help you be the best that you can be; to learn, to share with your peers, to grow and to deliver, always striving for excellence.

The tone should be warm, congratulatory, encouraging, approachable and supportive. The term excellence indicates success within the role and best practice.
The logo can be used in the following ways, ensuring that legibility is maintained at all times.

Do not use any logo more than once on any single page or single printed area.

**FULL COLOUR**
The full colour logo consists of the Institute of Fundraising corporate colours (PANTONE 1795C & Black).

**BLACK**
The black logo should only be used when the full colour version can’t.

**INVERSE**
The white out, inverse logo should only be used against a full colour image or when the background consists of a solid corporate colour.
LOGO

To ensure the legibility and impact of the logo is protected, an exclusion zone must be included. This space is equal to one third of the height of the logo as illustrated by the diagram on the right.

It is important to ensure that should the logo be used on an image, the legibility is not compromised.

The recommended position of the logo should be the top left/right of all materials.

Where this isn’t possible the logo can be positioned to the bottom left/right.

When reproduced the logo should be used in proportion to the size of the document. The minimum size should be 25mm width.
LOGO

Additional Category names, National, Regional and Special Interest Groups MUST be situated on the base line of the circular swoosh. These categories should be set in Gotham Book CAPS and in the same colour as the IoF type.

Where our partners wish to use our logo, the following lock-up can be used.

• In partnership with – for organisations who are working with us to deliver a project.
STRAPLINE

The strapline reinforces the brand message and acts as a sign off. For emphasis, the second half of the strapline is italicised.

The strapline should AWLAYS be included at the bottom of branded collateral and indented from both sides. It always sits under a keyline, in the bottom left hand corner of a document. It should always be set in the Palatino font.

**Excellent fundraising _for a better world_**

**SIZE FOR A4 DOCUMENT**

Excellent fundraising _for a better world_  
Palatino regular/italic 10pt  
0.25pt keyline

**SIZE FOR A3 DOCUMENT**

Excellent fundraising _for a better world_  
Palatino regular/italic 12pt  
0.5pt keyline
HEADINGS AND SUBHEADS

A set of typographic guidelines have been developed to help ensure consistency across all materials.

The main heading should consist of Gotham Bold CAPS and either the primary colour or one of the secondary colours.

The secondary heading should consist of Gotham Book CAPS and can either be the same font size as the main heading or smaller.

Subheadings should consist of Gotham medium CAPS and match the main heading colour. Font size should be 2pt above the body copy.

Body copy should consist of Gotham book or Gotham light and be no smaller than 10pt.

The acronym IoF when used must always be written with the ‘o’ in lower case even in headings and subheadings.

MAIN HEADING
SECONDARY HEADING

SUBHEADING
Body copy berchili berum, conecaborrum voluptat verum autatem eosande llabore henientist fugitio rporehendae de et autatiatem audior restoritam vernatius, cum, non plit est, sum anihilis andellab ipsunti qui que volorem aut ercipsam cum rehenis derrum sin el mollend aeruptur acestet maion prae remque derfernatem. Et eum lacinimtus natur rest aut eum non et autatur aut autem doluptaque maio. Oluptae re nullecearum fug. Nam fugiatur, vel modis dolestrum qui duciatumqua nullaut repta nullum quoditas dolorum repti to te essit quis estium ut atur, que cusant dolorpora commos sit pellam ipsusa custo blant quid.
FONTS

We have two fonts:

The primary font is Gotham. This clean, modern font is available in several weights, making it versatile enough for use across all external material.

The secondary typeface is Verdana. This font should be used for all internal communications, to eliminate problems with access to GOTHAM.

- Point size for main text should be 10 point to meet accessibility guidelines. You should never go smaller than 10 point.
- Where possible use dark text on a light background.
- Where using a dark background ensure any text over it has a good contrast for legibility.

GOTHAM
- GOTHAM LIGHT
- GOTHAM BOOK
- GOTHAM MEDIUM
- GOTHAM BOLD

VERDANA
- VERDANA REGULAR
- VERDANA REGULAR ITALIC
- VERDANA BOLD
- VERDANA BOLD ITALIC
KEYLINES

Keylines are used as a graphic device to both break up areas of content and help balance pages as a whole. Use of keylines should be considered in terms of hierarchy, as well as what purpose they are performing.

The first keyline used on a page should be the thickest and placed at the top of the design and MUST always be black.

Any following lines should be significantly thinner and primarily used to separate sections of content. These lines can be one of the secondary colours within the IoF colour palette.

DO NOT...
• Use excessive numbers of keylines
COLOUR PALETTE

A simple yet bold colour palette has been established to ensure consistency and clarity across all materials for the IoF.

To maintain a clean and fresh appearance, the colour palette is limited to a primary colour, black and grey.

Where possible, material should be produced on a white background. The red should be used as the predominant colour and secondary colours used to complement the design.

**Primary colours**

- **IoF Red**
  - Pantone 1795C
  - CMYK 0, 94, 100, 0
  - RGB 229, 39, 0
  - Web #e42612

- **IoF Black**
  - Pantone n/a
  - CMYK 75, 68, 77, 90
  - RGB 0, 0, 0
  - Web #12100b

- **IoF Grey**
  - Pantone n/a
  - CMYK 0, 0, 0, 70
  - RGB 112, 111, 111
  - Web #6f6f6e

**Secondary colours**

- **IoF Cyan**
  - Pantone 2995C
  - CMYK 90, 11, 0, 0
  - RGB 0, 156, 222
  - Web #009cdd

- **IoF Orange**
  - Pantone 715C
  - CMYK 0, 50, 90, 0
  - RGB 243, 147, 37
  - Web #f39325

- **IoF Teal**
  - Pantone 7710C
  - CMYK 77, 11, 37, 0
  - RGB 21, 169, 169
  - Web #05a3a7

- **IoF Purple**
  - Pantone 513C
  - CMYK 44, 83, 0, 0
  - RGB 161, 69, 147
  - Web #a04593

- **IoF Green**
  - Pantone 375C
  - CMYK 41, 0, 78, 0
  - RGB 171, 204, 89
  - Web #abcb58
PHOTOGRAPHY

The style of images centre around positive, suggestive images that create a strong and refreshing atmosphere and show emotion.

Avoiding typically corporate images, the photography is instead focused on the ‘real moments’ surrounding the work IoF does.

Light, fresh tones are contrasted with small bursts of vibrant colour to make the photography ‘pop’, without becoming overwhelming.

Images MUST reflect a diverse range of ethnicities, backgrounds and age ranges within the fundraising community.

DO NOT...
• Include food and drink
• Show people with eyes closed

Image examples

A4 advert example
ICONOGRAPHY AND ILLUSTRATION

Iconography should use a flat graphic style, clean and simplified, complement the design and use the brand colour palette.

Illustration should always adhere to the brand guidelines and use our logo and colour palette.

No flags are to be used within the iconography or illustration. This also applies to photography.
GENERAL WRITING GUIDANCE

There are just three golden rules that we ask you to remember for our corporate writing style: always write clearly, simply and with your readers in mind.

For a professional membership body like us, it is important that we connect with our audiences and come across in a friendly and approachable way. By writing simply and in plain English, we can help our audiences understand exactly what we mean and to find the information they need quickly and efficiently.

Here are a few tips to help you get started:

• The Institute of Fundraising should always be initially referenced in full, but can be abbreviated in subsequent references to the IoF (third person).
• Relax – don’t be afraid to lighten the tone and use the first person (we) to talk about our work. (This may not be the case for official policy documents and training materials).
• Remember that the IoF is a single entity. For example: the IoF is launching a white paper, not the IoF are launching a white paper. 
• Avoid using jargon or too many acronyms.
• Keep sentences and paragraphs short and to the point.
• Don’t fear the apostrophe for terms like can’t and don’t

Consistent use of these principles and the house style guidelines will help us work together to strengthen the IoF’s voice, brand and connection with the fundraising community and other audiences.

Case studies

Whenever telling a story (with a written case study, video interview, live on the stage or through other means), we always try to demonstrate the benefit of excellence in fundraising practice. The fundraiser or other practitioner and fundraising organisation is the hero of the story, not the IoF.
The IoF Academy is an established brand in its own right, and follows the brand guidelines previously mentioned.

The main difference is that the IoF Academy uses the IoF Cyan colour as its main colour and this should be reflected in its materials. IoF Cyan should only be used as a dominant colour for the IoF Academy brand and materials.

**Terminology**

IoF Academy should never be shortened to Academy.

IoF Academy products should always be described as IoF Qualifications and IoF Training.

Training provided by IoF Groups and not related to the IoF Academy should be referred to as IoF Groups Training.

**LOGO OPTIONS**

**FULL COLOUR**
The full colour logo consists of the Institute of Fundraising corporate colours (PANTONE 2995C & Black).

**BLACK**
The black logo should only be used when the full colour version can’t.

**INVERSE**
The white out, inverse logo should only be used against a full colour image or when the background consists of the solid Cyan colour.

**PRIMARY COLOUR**

IoF Cyan
Pantone 2995C
CMYK 90, 11, 0, 0
RGB 0, 156, 222
Web #009cdd
IoF ACADEMY

The IoF Academy provides professionally recognised qualifications and technique specific courses to suit all fundraising roles, as well as masterclasses and bespoke in-house training.

Our courses are delivered by IoF approved sector experts who are committed to delivering consistently high quality and innovative learning programmes.

TRAINING

We offer a range of short professional training courses to help you become a more effective fundraiser.

Who should attend?

Our courses are suitable for new fundraisers and fundraisers with several years' experience who wish to develop their skills and knowledge.

Why should you attend?

IoF professional short courses are rigorously developed, regularly updated and delivered by top quality sector experts who understand the current fundraising climate and the challenges you face.

We offer practical, technique specific courses and masterclasses. The emphasis in our face-to-face programme is to provide you with a highly interactive experience; group numbers are strictly limited to allow you the time and space to engage effectively with your peers and your tutor.

The IoF Academy offers training and qualifications to enable you to be the best fundraiser you can be, throughout your career. We are here to help you achieve the results you and your organisation need.

Find out more

www.institute-of-fundraising.org.uk/training

QUALIFICATIONS

Developed by leading sector experts our qualifications will give you professional recognition, increased insight and improved job prospects.

• Introductory Certificate in Fundraising
  New to the sector and looking to develop your understanding of fundraising? The Introductory Certificate in Fundraising will provide you with an overview of the fundraising process and introduce you to some of the key tools and techniques used in the sector.

• Certificate in Fundraising
  In a fundraising role and want to consolidate your skills and develop as a fundraising professional? The Certificate in Fundraising gives front line fundraisers a solid grounding in the theoretical concepts and principles behind fundraising.

• Diploma in Fundraising
  Keen to advance your strategic fundraising and management skills? This qualification builds on your existing experience and skills to consolidate and expand your knowledge in all key aspects of fundraising, including strategic planning, evaluation and development.

• International Advanced Diploma in Fundraising
  Need to manage fundraising management, planning, analysis and forecasting at the highest level? The International Advanced Diploma demands a more in-depth analysis, understanding and appreciation of the profession to strategically move your organisation forward.

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@ioftweets

A5 leaflet example (front)  A5 leaflet example (back)