

COMPASSION IN WORLD FARMING INTERNATIONAL
GLOBAL BRAND:
INSIGHT & VISUAL GUIDELINES

OUR ESSENCE & CORE BELIEF:

farmed animals should not, and need not, suffer.

OUR VISION:

is a world where farmed animals are treated with compassion and respect.

OUR MISSION:

is to end factory farming.



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- Food Business

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- **Office document templates** – Word and PowerPoint templates are available to all Compassion staff in the Word packages on your PC / in the CIWF folder.
- **COMPASSION AROUND THE WORLD**
Contact and charitable status details of our international offices.

BRAND INSIGHT

Factory farming is the single biggest cause of animal cruelty on the planet and a key driver in the climate, nature and health catastrophes facing humanity.

OUR AIM: TO END FACTORY FARMING BY 2040

Our aim is to prevent the suffering of billions of farmed animals and ensure a healthy future for people and our planet.

Our work will drive lasting impact for all sentient animals farmed for food, including both familiar species such as cattle, pigs and chickens etc. as well as those less so, like fish, octopuses and insects. In ending factory farming and shifting to nature-friendly food systems, our mission will benefit all animals affected, whether farmed or wild, on land or underwater.

Our success will ultimately be measured in terms of animal welfare impact. This impact measurement will be based on both the numbers of animals leading better lives and the level to which fewer animals are being used in the system.

OUR APPROACH

- All that we do is about animal welfare.
- We see two key pillars in driving animal welfare: raising standards within existing systems; and changing systems altogether to ones that can truly deliver high animal welfare.
- Compassion is leading the way in situating animal cruelty within the bigger picture; clearly showing the central role that factory farming plays in driving planetary climate, nature and health emergencies.
- We develop new and compelling narratives to demonstrate why ending factory farming and related overconsumption of meat are key to a sustainable future for people as well as animals.
- We see ending the gratuitous cruelty of cages as an essential precursor to the bigger change so urgently needed.
- We take a broad-church approach to our movement, which means we will work with the widest possible constituency of change-makers and influencers.
- As well as running our own distinct campaigns, we are generous leaders. We firmly believe that faster, longer lasting change will come about when we are able to mobilise and work alongside a broad movement of individuals and organisations who share our vision of a better food system – for animals, people and planet. When communicating campaign progress and success, it is our policy to publicly acknowledge and applaud the work of such partners and allies whenever possible.

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 farmed animal welfare.
- We have a worldwide presence.
- We engage positively 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.
- 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.

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

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

Promoting compassion

All farmed animals should be treated with compassion and respect.

Advancing humane and sustainable food

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

Focusing on impact

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

OUR STRATEGY

We seek to influence those who shape, make or fund policy on food, farming and animals through direct engagement, research, communications and building a movement for change.

Urgency requires us to be ruthlessly focused on the most critical stakeholders for driving change. We will therefore focus on the United Nations (UN), key governments / European Union (EU), companies and financial institutions.

As well as direct engagement with stakeholders, building a movement by mobilising people is a key part of creating change for a compassionate future. That is why our supporters, partners and allies are central to all we do.

Our 3 change goals

Change Goal 1: To shift from factory farming to regenerative production.

Change Goal 2: To reduce reliance on animal products.

Change Goal 3: To achieve adoption of positive animal welfare as essential for sustainable climate and nature-friendly food.

Our objectives

To accelerate change for animal welfare, our objectives are focused on making systemic change, leveraging iconic animal welfare issues as a catalyst, and building momentum for a shift in the global food system.

To achieve a **Global Agreement** to replace factory farming with regenerative, agroecological agriculture and a consequent reduction in overall consumption of animal-sourced foods by 2030.

To achieve **government legislative and subsidy reforms** that drive transformational change for animal welfare, reduce reliance on animal-sourced foods, and encourage more regenerative, nature-friendly farming.

To achieve **corporate commitments** from leading companies that drive transformational change for animal welfare, reduce reliance on animal-sourced foods, and encourage more regenerative, nature-friendly, farming.

To **mobilise the financial sector**, gaining commitments and greater influence to deliver shifts away from factory farming, instead toward regenerative farming with high animal welfare and more non-animal-sourced proteins.

GLOBAL VISUAL GUIDELINES

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DESIGN (PRINT / PDF)

- Colours
- Font

DIGITAL: PPT, web, emails, social media, film etc.

- Colours
- Fonts

CAMPAIGN-SPECIFIC VISUAL GUIDELINES

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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

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. – download and 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.

Common mistakes

Using backgrounds that affect **legibility**



Distorting by stretching, squashing or rotating



Boxing in / no clearance



Altering the colour



Re-arranging the elements

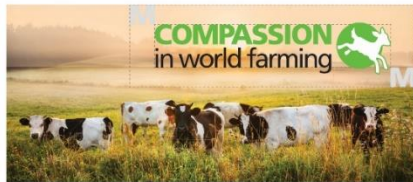


Altering the typeface



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**:



Minimum size

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



40mm
Actual size



30mm
Actual size

LOGO VARIATIONS & APPLICATION

All international logos can be downloaded from the [Compassion Logos and Brand folder](#).

Master logo (A)



The Master logo should be used by default where possible.

It is for use on white and light backgrounds.

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.

Reverse logo (C)



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

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

Alternative master logo (D)



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

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

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).

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

Social media

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.

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

PRIMARY COLOURS

Compassion Green CMYK: 64 0 100 0 Pantone: 368 RGB: 102 188 41 Hex: #66BC29	Black CMYK: 0 0 0 0 Pantone: Black RGB: 0 0 0 Hex: #000000	White CMYK: White Pantone: White RGB: # Hex: #
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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 web, PPT, emails etc.

PRIMARY COLOURS

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: #ecec

Dark Orange

RGB: 219 60 10
Hex: #db3c0a

Light Orange

RGB: 245 85 35
Hex: #f55523

DIGITAL 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

MONTERRAT 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

GUIDELINES FOR IMAGES AND FILM FOOTAGE

Protocols

Permission

Make sure you have **permission** to reproduce any images/footage sourced from stock libraries for the correct media and distribution figure (**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.).

Make sure you get permission to use other NGOs' images/investigations, as they may not agree to us using them for fundraising. Always credit images/footage to NGOs.

Images of 'real people' such as supporters, celebrities and patrons are impactful and help support the feeling of our 'movement'/voices coming together. You must have their permission to use their image – and written consent from the parent or guardian of any person under the age of 16.

Credit / copyright

If purchased from stock libraries, you must credit agency/photographer where required. The standard wording is: Photo © Organisation/Photographer.

Credit CIWF/[Country] for our images/footage, as it shows supporters we put their donations to good use, we're 'on the ground' exposing the truth, raising awareness in the media, and makes our donation asks relevant.

Quality

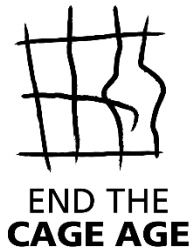
Before applying text or logo to images/film, be mindful not to compromise **legibility** or **accessibility**.

Images should be **in focus** and **high resolution**.

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. Please see the [process to create a new campaign sub brand](#).

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



**BAN LIVE
EXPORTS**

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.

COMPASSION  **Food Business**
in world farming

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.

Supporter materials, such as Farm Animal Voice, Welcome Packs, Legacy marketing, and Volunteer information packs use the font **VENEER** for cover /page headings.

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 ETS

Codice fiscale 91373260370.

The registered office is Via S. Giorgio 9, 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 22, Rue du Sentier, 75002 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:

211 East 43rd Street, 7th Floor

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 nad Labem, PSČ 250 01, Czech Republic

CHINA

(Registered under HQ)

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