



Visual identity guidelines 2020

Version 1.4

**no one  
beyond reach** 

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## CAFOD: *no one beyond reach*

We believe everyone around the world can flourish and care for our common home.

But right now...

...783 million women, men and children live on less than £1.50 a day.

...over 815 million will go to bed hungry tonight.

...more than 844 million people around the world don't have access to clean, safe water.

It doesn't have to be this way.

We believe in a world where we can reach every woman, man and child so that they can flourish. Because of our global reach and local presence, we have the potential to reach everyone.

We turn away one in three requests for help.

We turn away one in three requests for help simply because we don't have enough money to support them all.

Together, we have to reach out to more and younger people in the UK – to inspire them, to make them feel passionately about the challenges our sisters and brothers face and to ensure they feel they can do something about it.

**So, we're renewing our visual identity to signal a big change in CAFOD's approach to our fundraising and communications generally to meet this challenge.**

**Our new visual identity is a visible reflection of a refreshed active, brave, ambitious and passionate approach to our fundraising aims.**

# Our visual identity: the core elements at a glance

The logo [page 10](#)



The colour palette [page 17](#)



No one beyond reach logo [page 6](#)



The font [page 18](#)

**Montserrat black**  
Montserrat regular

The open frames [page 5](#)





Catholic Agency for  
Overseas Development

### Why is consistent branding important?

Consistent branding enables us to:

- Speak in one united voice.
- Convey our belief that extreme poverty – inadequate access to food, shelter, education and healthcare – dehumanises people and prevents them reaching their full potential as God intended.
- Make it absolutely clear that it is CAFOD who is communicating.

### Why change our visual identity?

*“No one beyond reach”* makes a tough and unwavering commitment to reach people facing poverty and injustice.

The values of ‘No one beyond reach’ are what make it exciting, different and inspirational. Underpinning this campaign and everything we do are our values as expressed in our vision, mission and values.

It has been developed to look more hard hitting and authoritative. The logo also makes it clear that we are part of CARITAS, which extends our reach.



Previously our logo was ‘soft’, warm and friendly as was our font and colour palette. This served us well for many years but now we face a new challenge which requires a new fresh approach...

## The elements of the CAFOD logo

Large bold caps in dark blue contrast with the bright green lending more 'stand out' to the green. The "O" of CAFOD uses the Caritas cross, making it clear that we are part of Caritas.

The descriptor spells out our acronym. This should always accompany the main part of our logo.

Name

The logo consists of the letters 'CAFOD' in a bold, dark blue, sans-serif font. The letter 'O' is replaced by a bright green Caritas cross, which has radiating lines extending from its arms.

Descriptor

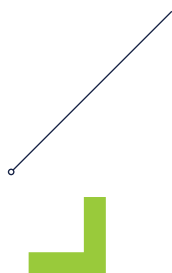
The descriptor text 'Catholic Agency for Overseas Development' is written in a dark blue, sans-serif font, stacked in two lines.

When we say "logo" we mean both our name and the descriptor. Put together, you've got our logo.

## The elements of the open frames and *no one beyond reach* logo

The *no one beyond reach* logo and the open frames are both derived from the Caritas symbol within our CAFOD logo.

The graphic should be used as an emphasis to highlight the issues we're communicating. See pages 6-9 for usage of *no one beyond reach*.



The open frames are a visual prompt to see and emphasize people and their problems within an image. As with interjections in copy, we should be careful not to overuse this device. So, for example, as a paragraph with many exclamation marks loses impact with each additional exclamation mark, so the open frames may lose potency through over use.

The open frames can be CAFOD green or white, depending on the background image.

The logo for 'no one beyond reach' features the text 'no one beyond reach' in a bold, dark blue, sans-serif font. The text is arranged in two lines: 'no one' on the top line and 'beyond reach' on the bottom line. A bright green L-shaped graphic is positioned at the bottom right corner of the text.

## **No one beyond reach:** usage of the NBR logo

*No one beyond reach* (*NBR* for short) is a core message which should be used in our major fundraising and new audience acquisition outputs. So it will, for example, be given particular emphasis at Lent and at Harvest. The language and specific articulation of *NBR* is core to our messaging and is covered in detail in our *communications tool kit*, available from the *Creative Communications Team*.

It can be likened to commercial straplines like Tesco's "Every little helps" or Nike's "Just do it".

In some circumstances the *NBR* logo may not be appropriate. So, for example, the climate campaign is about reminding our supporters that we have "one common home", not focussing on our reach. Another example: when we are marketing our remembrance product, *Candlelight Funds*, the message of our reach is also not something that would have emphasis.

Core message strapline

**no one  
beyond reach**



Open frame

### When to use *no one beyond reach*

Lent Fast Day	<input checked="" type="checkbox"/>
Harvest Fast Day	<input checked="" type="checkbox"/>
Side by Side	<input checked="" type="checkbox"/>
Direct marketing outputs	<input checked="" type="checkbox"/>
Campaign outputs	<input type="checkbox"/>
Candlelight funds	<input type="checkbox"/>
Celebration funds	<input type="checkbox"/>
Hands On	<input type="checkbox"/>

## **No one beyond reach:** the NBR logo

There are four format options for the NBR logo;

- 1 Ranged left with the frame below
- 2 Ranged right with the frame below (this is the preferred option)
- 3 Ranged left with the frame above
- 4 Ranged right with the frame above

*Use whichever option works best for your application, see 'logo placement' p9.*

**no one  
beyond reach**

1

**no one  
beyond reach**

2

**no one  
beyond reach**

3

**no one  
beyond reach**

4

# No one beyond reach: the basics

## 1 Colour

The *NBR* logo only comes in Dark Blue / Green. Please use on a white background.

## 2 Size

For readability the *NBR* logo should not appear smaller than the minimum size recommended.

## 3 Safety Zone

This is the minimum space the logo should have around it without other graphics, images or copy.

## 4 Using with the CAFOD logo

The CAFOD logo should always be the more prominent logo in size and the *NBR* logo should never appear larger than the CAFOD logo. The *NBR* logo should always appear in the opposite corner to the CAFOD logo.

See 'logo placement' p9.

# no one beyond reach

1

## no one beyond reach

Print: 44mm  
Digital: 125 pixels

2



3

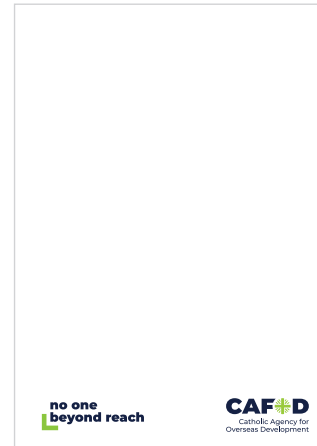
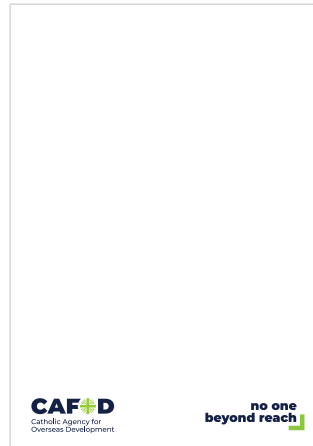
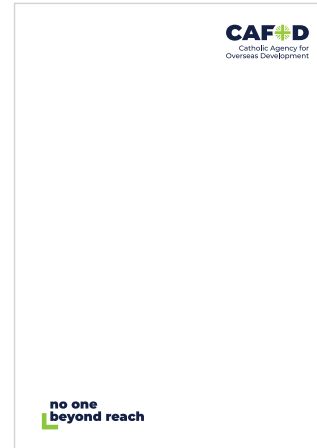
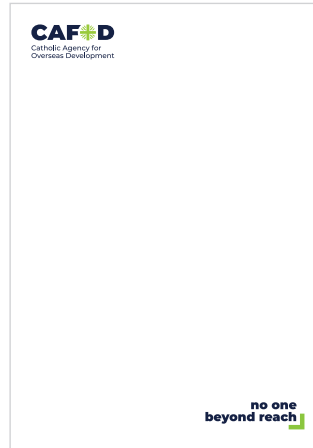


4



# No one beyond reach: logo placement

Place the *NBR* logo in one of these four positions, bottom right (our preferred option), bottom left, or at the bottom with the main CAFOD logo. The *NBR* logo should always be placed opposite the CAFOD logo, either diagonally, or on the same level (but not stacked).



## Using the CAFOD logo: the basics

- Our logo should be on every communication.
- There are two format options for our logo: stacked and horizontal. Use the ranged left options of each when the logo appears on the left of an output, and the ranged right, when the logo is on the right of an output.

*Use whichever option works best for your application, see 'Logo placement' p9.*

- Use the logo as provided. Don't re-create or alter it, other than resizing.
- Use the logo in English or Welsh only. No other translations, please.
- The logo is only for use by CAFOD or partners with explicit permission.



Catholic Agency for  
Overseas Development

Descriptor underneath ranged left



Catholic Agency for  
Overseas Development

Descriptor underneath ranged right



Descriptor to the side, ranged left



Descriptor to the side, ranged right

# Using the CAFOD logo: colours

Our logo comes in three distinct variations: dark blue / green, white and grey. These are the only colours we use for our logo.

## 1 Using a dark blue / green logo

This is our preferred logo colour. Use on white backgrounds or over a light area on a photograph.

## 2 Using a black logo

Use when working on black and white jobs only. Avoid using over a photograph.

## 3 Using a white / green logo

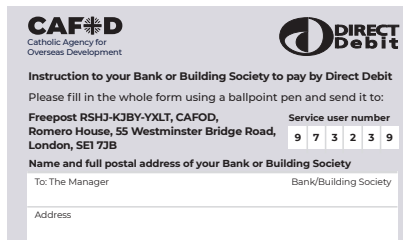
Use on solid colour backgrounds or over a photograph. Make sure there is enough contrast for the logo to remain visible.

## 4 Using a white only logo

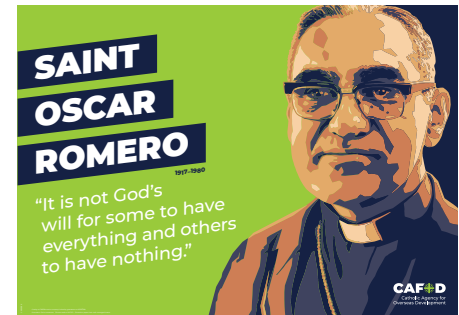
Use when there isn't enough contrast for the CAFOD green to stand out.



1



2



3



4

# Using the CAFOD logo: size and safety zone

Our logo should always be present and visible on our communications. These guidelines will help.

## Size

Always try to make our logo prominent in size and position; for readability it should not be smaller than the sizes below.



Print: 30mm  
Digital: 85 pixels



Print: 65mm  
Digital: 184 pixels

**Note:** A logo has been developed that is less than the recommended minimum size, which can be used in those extreme and very rare cases.

## Safety zone

Enough space around the logo makes it much easier to see. A handy rule for creating breathing room around the logo is to use the width and height of the cap D of CAFOD. We call this the safety zone. This is the minimum space a logo should have around it without other graphics, images or copy.

Keep the size of the safety zone D's proportionate to the logo. As the logo gets larger, so does the safety zone.



Under minimum size version  
(with simplified Caritas symbol)

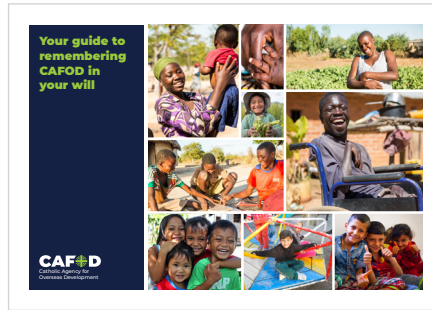
# Using the CAFOD logo: logo placement

Where you put the logo matters. Preferred placement of the logo is on the top right, top left, bottom right or bottom left hand corners of the page or photograph. If vertical space for the logo is limited, please use the version with the descriptor to the side.

- Make sure the logo is easily readable, has good contrast and is away from objects or heavily textured areas.
- Choose the best logo colour and shape for your job.  
See 'logo basics' p10 and 'logo colours' p11.
- Properly size the logo.  
See 'size and safety zone' p12.



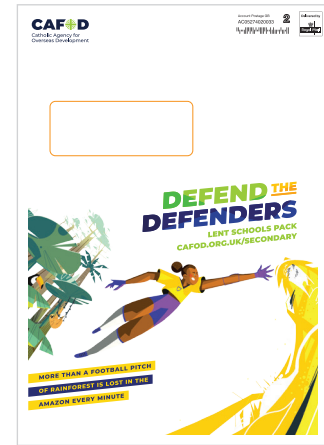
Logo use in limited vertical space



Logo placed bottom left



Logo placed top right



Logo placed top left

# Using the CAFOD logo: co-branded publications

When the CAFOD logo appears alongside other logos, it should be used in its two colour version if possible, as shown here. As much space as possible should be placed between our logo and other logos.

## Obtaining artworks

Logo artworks for Mac and PC users are available. Please contact Roland Unwin or Ivan Nascimento in CAFOD's Creative Content Team on;

**Roland:** [runwin@cafod.org.uk](mailto:runwin@cafod.org.uk)  
020 7095 5462

**Ivan:** [inascimento@cafod.org.uk](mailto:inascimento@cafod.org.uk)  
020 7095 5465



An example of our logo used in conjunction with partner logos

# Using the CAFOD logo: Welsh outputs

For Welsh publications and materials, there is a CAFOD logo and an *NBR* logo with the descriptor in Welsh and English. Artworks are available for Mac and PC users.

- 1 The Welsh version of our logo with minimum size.
- 2 The Welsh version of the *NBR* logo with minimum size.
- 3 Examples of Welsh outputs.

## Obtaining artworks

Logo artworks for Mac and PC users are available. Please contact Roland Unwin or Ivan Nascimento in CAFOD's Creative Comms Department on;

**Roland:** runwin@cafod.org.uk  
020 7095 5462

**Ivan:** inascimento@cafod.org.uk  
020 7095 5465



Print: 80mm Digital: 227 pixels



Print: 45mm Digital: 128 pixels



## Using the CAFOD logo: protecting our logo

Consistent and appropriate use of our logo increases recognition and impact. It is an important mark that we use with care and pride. We commit to protecting our logo by following these guidelines.

### Proper use of our logo:



### Do not:



Distort the proportions of the logo.



Translate into a language other than English or Welsh.



Rotate, rearrange, skew, tilt, twist, flip or alter any part of the logo.



Use any colour variations other than those specified on page 11.



Use the name and strap-line separately (exceptions are made for promotional merchandise where the name can appear on its own).



Outline the logo or apply any other effects like drop shadow.



# Colour: the CAFOD palette

## Primary colours (including white!)

The heart and soul of the CAFOD palette are our three main colours. They anchor all our communications. We have adopted a simple colour palette so that when people see this combination it will clearly signal “CAFOD”.



### CAFOD green

PMS: 382 U  
CMYK: 45, 0, 100, 0  
RGB: 162, 198, 23  
HEX: a2c617

### Green

Green is our accent colour. Our green has been made brighter, more energetic and more urgent. It should be used relatively sparingly so that it retains the ability to highlight and accent our communications.



### CAFOD dark blue

PMS: 2767 U  
CMYK: 96, 87, 41, 47  
RGB: 34, 37, 68  
HEX: 222544

### Dark blue

It has a functional role, helping our other imagery, photography and the green to stand out.



### White

PMS: N/A  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: #ffffff

### White

While not strictly a colour, white is a significant part of our look and feel. Making sure we maintain white (or ‘white space’) in our communications invokes seriousness and gravitas.

## Special colours

We are limiting our colour palette to ensure the visual identity remains strong and potent. So the colours below should be used sparingly.



### Purple (e.g. Lent)

CMYK: 61, 67, 0, 0  
RGB: 118, 102, 173  
HEX: 7666ad



### Orange (Harvest)

CMYK: 4, 35, 89, 0  
RGB: 241, 173, 57  
HEX: f1ad39

# Typography:

## fonts

We speak to create change. So we need our words to be visually powerful. We've chosen two timeless, easily readable type families that reflect our core brand personality.

### Core brand font

With simple, clean and bold lines, our core brand font has been carefully selected. It is our preferred font for all our communications.

### Montserrat

Montserrat Regular

*Montserrat Italic*

**Montserrat Semi-Bold**

***Montserrat Semi-Bold Italic***

**Montserrat Bold**

***Montserrat Bold Italic***

**Montserrat ExtraBold**

***Montserrat ExtraBold Italic***

**Montserrat Black**

***Montserrat Black Italic***

### Alternative font

Whenever possible, use our core brand font. When that's not possible, an alternative sister font has been selected. This comes already installed on Macs and PCs.

### Arial

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

# Typography:

## type in layout

The core brand font – Montserrat – can be used as either headline, subhead, body copy or in any other part of the copy hierarchy. The same is true for the alternative font, Arial. However, please don't mix brand fonts. Montserrat and Arial should never be used together.

When you are using the core brand font, here are some general layout principles to follow:

- Headlines are large and bold. Use either **Black** or **Extra-Bold**. Use CAFOD Dark Blue on a white background if possible.
- Subheads should be bold, but less bold than the headline. Use **Bold**. Colour can be CAFOD Green, CAFOD Dark Blue, Black or White on a solid background.
- Body copy should be Montserrat Regular. In print, minimum font size should be 8-9pt.

## Keep it simple

With type, a little design goes a long way. Using too many type sizes or colours confuses the eye. A good starting place: choose just one design element – type weight, colour or size – to highlight information. Avoid all caps, underlines, drop shadows or other special effects on body copy.

### Newsletter announcements

**1. Week before Family Fast Day**  
This Lent, CAFOD's Family Fast Day is an opportunity to reach out to some of the poorest, most marginalised of our sisters and brothers.

Your donations go to highly-trained, highly-skilled local experts around the world who save and support the health of the world's poorest families. Sister Consilia is one of these people. She is a nun in an out-of-town health centre in Zimbabwe. Sister Consilia is a trained pharmacist who saves lives each and every day. Without support like yours, her brilliant work just couldn't continue as there wouldn't be enough funding to support it.

But we urgently need your help to fund more local experts like Sister Consilia to reach out to even more people who need treatment, care and love.

On Friday 6 March, will you eat a simple meal in solidarity and give what you save to help people like Sister Consilia to continue her life-saving work – helping the health of the world's poorest people?

Through CAFOD's global Church family – one of the largest aid networks in the world – your support can reach to the ends of the earth.

Please collect your Family Fast Day envelope from church this week and give whatever you can.

(If you are holding a parish soup lunch) Please also join us for our simple soup lunch on \_\_\_\_\_ (insert date, time and place) \_\_\_\_\_.

**2. Week after Family Fast Day**  
Our parish raised a fantastic £\_\_\_\_\_ for CAFOD's Family Fast Day. Your support will help ensure no one is beyond reach of the love and care they need to flourish. Thank you for fasting in solidarity, and please keep our sisters and brothers in your prayers throughout Lent.

### Spread the word!

Connect with us online and help spread the Family Fast Day message!  
By simply sharing our Family Fast Day video on your personal Facebook, Twitter or Instagram accounts, you can make a huge difference.

You can spread the word to thousands more people, inviting them to support our sisters and brothers in poverty. You can find our Family Fast Day video on CAFOD's Facebook page or at [cafod.org.uk/lent](http://cafod.org.uk/lent)

Please share the video on your parish Facebook page and post the link on your parish website. Let us know how your parish is marking this Family Fast Day by adding **#FamilyFastDay**

**For any questions, contact CAFOD on 0300 011 5680 or [resources@cafod.org.uk](mailto:resources@cafod.org.uk)**

### Family Fast Day prayer Lent 2020

God of all wholeness,

heal our hearts  
of all that prevents us responding  
to our sisters and brothers,  
excluded by poverty  
and prevented from living a full and healthy life.

This Lent, may we:  
implore justice through our prayer,  
stand in solidarity through our fasting,  
and reach out through our giving.

Send your life-giving power  
to revive the weary,  
restore the broken  
and renew the face of the earth.

We ask this through Christ our Lord.  
Amen.

### Prayer of intercession

We pray this Family Fast Day for all our sisters and brothers around the world; particularly those without access to the healthcare they need in order to flourish. Through our Lenten prayer, fasting and almsgiving, may God renew our resolve to work with them to end poverty and injustice.

### Useful resources

Go online for lots of helpful resources so your Family Fast Day runs smoothly:  
[cafod.org.uk/fastday](http://cafod.org.uk/fastday)

- Fast Day envelopes
- Posters
- Prayer cards
- Lent calendar with daily reflections
- Stations of the Cross
- Children's liturgy resources
- Stories, photos and videos from families overseas



Example of various weights of Montserrat used in a layout

**If you have any questions about how to implement the CAFOD visual identity please contact Roland Unwin or Ivan Nascimento in the Creative Content Team;**

**Roland: [runwin@cafod.org.uk](mailto:runwin@cafod.org.uk)  
020 7095 5462**

**Ivan: [inascimento@cafod.org.uk](mailto:inascimento@cafod.org.uk)  
020 7095 5465**

CAFOD, Romero House,  
55 Westminster Bridge Road,  
London SE1 7JB.

**[cafod.org.uk](http://cafod.org.uk)**

The Catholic Agency for Overseas Development (CAFOD) is the official aid agency of the Catholic Church in England and Wales and part of Caritas International. Charity no 1160384 and a company limited by guarantee no 09387398.