A guide to our BRAND v2.0
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WHO WE ARE

WE ARE CAF

We're more formally known as Charities Aid Foundation but everyone knows us as CAF, so we changed it. We think it sounds friendlier.

We've been around for over 90 years, working with charities, individuals and companies to make a real difference wherever it's needed in the world. In fact, we've got a network of offices across six continents – all working together to help us achieve our mission.

We distributed around £646 million to good causes across the globe last year – taking the total we've distributed to charities since the millennium to a whopping £6 billion.

We're proud to be working with some of the most generous people on the planet, supporting their giving and ensuring every penny goes towards making a difference.

This document brings together all that's great about CAF and shows how you can use the building blocks of our brand to share our story with our customers, our friends and the world.

MISSION STATEMENT

Our mission is to motivate society to give ever more effectively, transforming lives and communities around the world.
OUR PURPOSE

Our mission is to motivate society to give ever more effectively, transforming lives and communities around the world. The following lines are our purpose and show how we work together to make giving count.

We are CAF and we exist to make giving go further, so together we can transform more lives and communities around the world.

We are a charity, a bank and a champion for better giving, and for over 90 years we’ve been helping donors, companies, charities and social organisations to make a bigger impact. Our independence, expertise and reach means we are uniquely placed to do this.

For donors, we make it easier to give, so you can give more, and more often, confident that your money gets to where it is needed.

For companies and their people, we make it possible for you to give and keep on giving, to do more for your communities.

For charities and social organisations, we provide the necessary support, so you can get more help to where it matters, more efficiently. And for society, we invest to help grow the culture of giving throughout the world.

We are CAF and we make giving count.

ELEVATOR PITCH

We are CAF and we exist to make giving go further, so together we can transform more lives and communities around the world.

We are a charity, a bank and a champion for better giving, and for over 90 years we’ve been helping donors, companies, charities and social organisations make a bigger impact.

We are CAF and we make giving count.

Click this link to watch our brand video.
Our brand values help us focus on what’s important so that we can support our customers and the communities that rely on them more effectively. While they aren’t meant for external promotion, they do underpin everything we do.

And, because good people make great organisations, we make sure that everyone gets the support and development they need to live our values each and every day.

Here they are:

**TRUST**

*We are knowledgeable, experienced, and impartial, and share the same goals as the sector we support*

**SUPPORT**

*We help our clients deliver real social impact and grow the culture of giving throughout the world*

**FLEXIBILITY**

*We are open, responsive and always find a solution, no matter the challenge*

**DEDICATION**

*We transform lives and communities around the world by making charitable giving simpler, more effective and more impactful*
HOW WE LOOK

OUR LOGO

The CAF logo is the main graphical representation of our organisation. It shows the world who we are and what we stand for and appears on all our communications.

Here are a few tips on how to make sure it always looks its best:

- Our logo is always seen in our signature red on print
- It loves to stand out, so make sure it’s clearly visible
- It’s perfect just the way it is – so don’t be tempted to modify, recolour or distort it and never try to fence it in with a keyline or border
- Our white logo is for use in PowerPoint presentations only

Pro Design TIP

The clear space around our logo is known as the exclusion zone. It makes sure the logo is prominent and can be seen clearly whenever it appears.

The exclusion zone is defined by the height of the letter ‘F’ in CAF - we call this the ‘F’ height.

Logo (Primary Vertical) A4 (30mm wide) / A5 (20mm wide)
Website (140px wide) / Email (120px wide)

Logo (Secondary Horizontal) A4 (50mm wide) / A5 (20mm wide)

Our primary ‘vertical’ logo should be used wherever possible but, if space is a bit tight, you can use our secondary ‘horizontal’ logo.

Digital logo (100px wide)

For use on communications which are primarily seen on tablets, mobiles and other electronic devices.

A white semi-transparent circle at 85% opacity or slightly lighter is used to help separate the logo from a background image for social media posts.

CAF Brand Guidelines
HOW WE LOOK

OUR CAMPAIGN LOGO

While the CAF logo should be used on all permanent pieces of collateral including stationery and signage, our campaign logo can be used on promotional items such as brochures, adverts and exhibition stands.

Campaign logo (Vertical only) A4 (30mm wide) / A5 (20mm wide)

Our campaign logo mirrors our primary vertical logo but our company name is replaced with our campaign strapline ‘Make giving count’. The guidelines for using this logo are identical to those for our main brand logo, particularly the exclusion zone rules.
CAF Bank is our only sub-brand and has its own logo. This appears on the top left of printed materials with the CAF logo remaining in its usual position bottom right.

Don’t forget when using this logo:

- Apply the exclusion rules as per the main CAF logo
- Add the relevant disclaimers for CAF Bank
- Leave off the CAF registered charity number. CAF Bank is a separate legal identity and is not a charity, so has its own number.

Our CAF Bank logo (Vertical only) A4 (30 mm wide) / A5 (20 mm wide)
HOW WE LOOK

JOINT BRANDING

Our parent logo should sit nicely at the bottom right on the page when joint branding and it should always appear in our signature red on a white background.

When working with third-party collateral, there are two options, depending on the shape of the partner logo. The partner name can either sit below or come after the CAF logo and they should be roughly equal weight – however, the partner logo should never be larger than ours.

We like to add the words ‘working in association with’ to express our relationship with the partner. This looks best in our brand font Open Sans Light.

Here are some examples:

CAF
working in association with

SCOTTISH WIDOWS BANK

TIP

Our logo with other brands
(Vertical only)
A4 (30mm wide) / A5 (20mm wide)
The CAF brand is one of our organisation’s most valuable assets and the result of significant investment. It’s here to help you by representing our global standing and influence.

The logos shown below represent the CAF Global Alliance of offices. We exist to make giving go further, so together we can transform more lives and communities around the world. For offices that use the CAF logo please observe and apply the guidelines shown throughout this document.

**Our global office logos (Vertical only)** A4 (30mm wide) / A5 (20mm wide)

**Our Partner logo (Vertical only)** A4 (30mm wide) / A5 (20mm wide)

The Partner logo has been introduced to enable affiliate and partner organisations to visibly communicate their relationship with CAF.

Good2Give is represented as a partner of the CAF Global Alliance as shown in its Annual Review 2017/18.
HOW WE LOOK – BRAND COLOUR PALETTE

PRIMARY

Our signature red is the most important colour we use. It’s the essence of our brand and is used to draw attention to our headline messaging. It’s also incredibly versatile and can be used as text and as a line illustration.

Red adds a vibrant energy and creates impact on the page – however, you can have too much of a good thing, so try to restrict the use of red to around 20% of the layout (or less) where possible. Also try to keep your headlines short and snappy to increase their impact.

While our primary palette is small, additional ‘colour’ can be added through the use of full colour photography, duotones and illustration.

CAF Red

<table>
<thead>
<tr>
<th>RGB</th>
<th>CMYK</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>210 / 69 / 8</td>
<td>12 / 86 / 100 / 3</td>
<td>179</td>
</tr>
</tbody>
</table>

CAF Charcoal

<table>
<thead>
<tr>
<th>RGB</th>
<th>CMYK</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>68 / 68 / 68</td>
<td>0 / 0 / 0 / 90</td>
<td>446</td>
</tr>
</tbody>
</table>

CAF White

<table>
<thead>
<tr>
<th>RGB</th>
<th>CMYK</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>255 / 255 / 255</td>
<td>0 / 0 / 0 / 0</td>
<td>Opaque white</td>
</tr>
</tbody>
</table>

Digital environments only
For additional contrast and visual signposting we also use the following colours:

CAF Teal

<table>
<thead>
<tr>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 / 127 / 153</td>
<td>007F99</td>
</tr>
</tbody>
</table>

CAF Dark Teal

<table>
<thead>
<tr>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 / 76 / 102</td>
<td>004C66</td>
</tr>
</tbody>
</table>

CAF Dark Red

<table>
<thead>
<tr>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>182 / 61 / 25</td>
<td>B63D19</td>
</tr>
</tbody>
</table>

CAF White semi-transparent panel
In order to improve legibility, we sometimes use a white panel at 85% opacity or slightly lighter to help separate important information from a busy background image. This is also a feature of our webpage headers.

* For use on clicked buttons / rollovers only
We have four secondary colours, which have four variants as shown in the following table. These colours are used for graphics, charts and infographics. While these colours can be used as tints to provide contrast, our signature red should always be used at 100% strength to maintain its power and impact.

The chart above is an example of how the secondary shades can be used to communicate complex data sets and is taken from our UK Giving report.
In order to provide more flexibility when producing graphic elements, two complementary colours have been introduced. These are to be used solely for producing duotones and should be used in combination with our secondary palette as shown in the table below.

**Possible colour combinations for a duotone**

| Complementary colours – Duotone effect | RGB: 234 / 175 / 15 | CMYK: 8 / 32 / 100 / 0 |
| CAF Mustard | 25D1B8 | |
| CAF Aqua | 37 / 209 / 184 | CMYK: 65 / 0 / 39 / 0 |
| | 25D1B8 | PMS: 7468 |

Duotone images add a dynamic feel to the insides of reports and collateral. They can be used to illustrate quotes, case studies or provide a natural break in long documents.

**Five steps to the perfect duotone using Photoshop**

1. Choose an image that supports your message – this process works equally well on full colour and grayscale images.
2. Create a new Gradient Map adjustment layer above the image and double-click on the foreground to background gradient in the Properties panel.
3. Double-click on each of the the colour stop icons on the gradient to input a custom colour from our secondary and complementary palettes then click OK.
4. Once your duotone image is created, you might find it needs more contrast to stand out so try using Levels or Curves on the original image layer if required.
5. Flatten and save your duotone image for your layout. Keep your original image as a backup.
Our headline font

**BEBAS NEUE BOLD**

ALWAYS IN UPPERCASE, KEEP IT SHORT

Our body copy font

**Open Sans**

To be used for subheadings, paragraph headers and body text. There are four weights to chose from:

<table>
<thead>
<tr>
<th>Open Sans Bold</th>
<th>Open Sans Semibold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Sans Regular</td>
<td>Open Sans Light</td>
</tr>
<tr>
<td><em>Open Sans Italic</em></td>
<td><em>Open Sans Light italic</em></td>
</tr>
</tbody>
</table>

**Typography checklist**

- Keep the leading (line spacing) for Bebas Neue Bold tight so your title appears as a block of colour.
- Use our signature red as the headline colour for your first choice. Our secondary colours or white can also be used if necessary.
- Headings don’t require full stops.
- Only use Open Sans in italic for quotations, publication titles and brand names.
- If you’re working on a non-CAF device and you don’t have access to Open Sans, use Arial instead. It’s a good substitute.

How to pair our brand fonts

Here’s an example of a magazine advert showing how to use our brand fonts.
PHOTOGRAPHY

HOW WE LOOK – IMAGERY

We use full bleed, full colour, high quality photography to connect our readers with the story we have to tell. As a general rule, the image should be positive, engaging and, ideally, inspirational. Avoid images of despair and sorrow as that’s not what we are about – instead opt for images in warm colour tones to reinforce a feeling of wellbeing and happiness. The images should feel authentic – so no fake laughter, high fives or cheesy smiles please – and try to keep photoshop to a minimum. Whatever image you select – remember it needs to resonate with your audience and make an impact.

People

Showing people in photography helps the viewer engage with the story. The subject doesn’t need to be looking directly at the camera but, ask yourself, ‘do I feel a connection with this person?’ and you won’t go far wrong.

Objects

Sometimes we need to communicate something a bit more abstract. In this case, it’s helpful to use an object or nature shot to support your story – for example a dandelion as a metaphor for an ongoing journey.

Places

Using a landscape or image with a blurred background is really handy if you have copy to pop on top – for example web and email headers. It still needs to make an impact so go for scale, bold colours and a good match to your content.
**HEADSHOTS**

Photographs of people, whether they are staff, content contributors, event speakers or one of our customers, should follow the same principles and be selected with the same care and attention as our hero images. The subject should be the main focus of the image and should be photographed in a natural environment – if you can get the background to fall out of focus, all the better. Try to put your subject at ease and aim for a genuine smile to give the final image an feeling of natural positivity. Finally, make sure your subject is well lit and, if you’re using a flash, watch out for overexposure and red-eye.

**Headshot checklist**

- Use a wide open lens aperture such as f/2.8 or wider (ideally f/1.4)
- Position your subject in an appropriate position where the background blends well with their clothing
- Allow for post-process cropping so shoot with more background in frame
**CHALLENGES**
Income generation remains the number one challenge for organisations, followed by meeting demand for their organisation’s services. The demand for their organisation’s services had increased over the last 12 months. Charity leaders state that demand for their organisation’s services had increased over the last 12 months.

**PUBLIC TRUST**
Charity leaders tell us about the obstacles and opportunities they are currently facing. Charity leaders tell us about the obstacles and opportunities they are currently facing. Charity leaders tell us about the obstacles and opportunities they are currently facing. Charity leaders tell us about the obstacles and opportunities they are currently facing.

**BREXIT**
Most charity leaders believe that the sector has been finely balanced by negative media coverage, and that people do not understand the importance of charities.

**TECHNOLOGY**
Charity leaders see technology as a double edged sword a charity today that has the latest technology will happen to identify and find new ways to do things, but many three quarter charities think that technology will help them to cut costs and enhance social media channels.

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This example from our Charity Landscape 2019 research uses tints and graduations from our secondary colour palette to effectively illustrate our headline and key messaging. Our signature red is used to highlight the important parts of the page such as the section headings to help readers navigate through the content.
**HOW WE LOOK – GRAPHICS**

**OUR LINE**

Our line has a very important part to play in our visual identity. It acts as a signpost to the most important message on a page and adds meaning for our readers. It is extremely versatile.

For example:

In print it could underline a heading, or become part of an infographic or it could be used to bring the page to a nice tidy conclusion.

In a digital environment our line is perfect for animation, can become smart icons to help signpost content or could be a dynamic call to action.

Its potential is limited by your imagination...

**Checklist for your line**

- Does it have a reason to be there?
- Is it in our signature red?
- Is it a consistent width?
  - 0.5 – 1pt width when printed
  - 6 – 8pt in large format
  - 0.75 – 1 pixel for digital

---

Our line draws emphasis to the overall message. It's positioning can appear below the headline (Bebas Neue font) or subheading (Open Sans font) messaging depending upon word count.

Our line can be used to enhance print layouts.

Our line makes excellent iconography.

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**Figure 4: Which of the following causes have you given to in the last four weeks?**

<table>
<thead>
<tr>
<th>Cause</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical research</td>
<td>26%</td>
</tr>
<tr>
<td>Animal welfare</td>
<td>24%</td>
</tr>
<tr>
<td>Children or young people</td>
<td>23%</td>
</tr>
<tr>
<td>Hospitals and hospices</td>
<td>23%</td>
</tr>
<tr>
<td>Overseas aid and disaster relief</td>
<td>23%</td>
</tr>
</tbody>
</table>
HOW WE LOOK

DIGITAL

The guidelines for digital are the same for our offline properties, including fonts and image selection. However, you need to be mindful of the different devices that customers could be using to view your content. Always ‘RELIC’ test your webpage before you set it live.

Display banner advertising
Use full bleed photography with plenty of space for some compelling messaging. Add a CAF logo and, of course, the CAF registered charity number or the required regulatory statements. Here’s an example of our messaging in action.

Webpages
Website toolkit is available on the intranet via this link.
UX Design

UX design (User Experience) is the process of designing online products and services that are useful, easy to use, and delightful to interact with. We have a commitment to building products with the customer in mind, so all our designs are validated through real customer feedback and improved at each stage to ensure the final product is exceptional.

Four principles for exceptional customer UX

1. We design in context
   Having a clear understanding of the scope and nature of the problem we are solving helps us build a better UI (user interface) and improves customer experience.

2. We design with purpose
   Making services that are useful, elegant and easy to use for customers.

3. We design to ensure consistency
   Customers get a sense of trust and assurance when we demonstrate consistent visual design.

4. We design iteratively
   There is no substitute for putting our work in front real people and taking their feedback on board.

Digital brand style guide
Click this link to access our online style guide for digital environments. Here you will find everything from forms, buttons to tables and text styles etc.

Website landing page – UI design
Here’s an example how our brand look and feel applies within a digital environment. It follows one of the standard website templates but also includes a custom widget designed to help our customers calculate their cash donations.
Video has an increasingly important part to play in communicating our messages to customers and the toolkit we have at our disposal continues to grow too. Whether it’s a professionally produced video, a product walkthrough, talking head interview or an animation, it’s vital that the content accurately reflects our brand. If you are commissioning an external agency or keeping production in-house, it’s always best to ask yourself if the video content supports our overall business strategy as producing video content can be costly and time consuming. Here are some tips to keep you on the right track.

**Three steps to video heaven**

**PRE-PRODUCTION**
- Write a brief with a clear set of objectives and KPIs.
- Be clear of your budget and timings.
- Get the script and storyboard right (don’t forget compliance!)
- Make sure your stakeholders are on board.
- Check out your locations – no trespassing please.
- Get the stars of the show to sign a release form (this includes any actors, customers, staff etc).

**PRODUCTION**
- If you have an agency, sit back and relax as they do the hard work for you
- If you’re doing this in house – click here for some handy how-to guides

**POST-PRODUCTION**
- Make sure you add the CAF approved header and footer frames to your film and that any captions are in the house style.
- Choose background music that suits the visuals – heavy metal is probably a no-no.
- Check the first edit to make sure it fits the brief and then circulate to stakeholders.
- When everyone’s happy with the final edit, export the film to all relevant platforms.
- Don’t forget metadata tags, video descriptions and closed captions for social media.
- Finally, make sure that you come back and review your video after at least 6 months to check it is still relative and current.

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**Video**

**01 Intro frame style**
Choose a frame that complements your content and pair it with a short piece of copy as an introduction. This can also double-up as the video thumbnail.

**02 Introducing people frame style**
Position the caption towards the left hand side and keep the text within the industry standard video safe zones. Similarly, position the CAF logo for video in the upper right corner.

**03 Outro frame style**
Use the animated CAF logo outro over the top of the semi-transparent white panel and remember to include a friendly url together with and the Like/Comment/Share icons for social media. You will also need a frame to include any regulatory statements and the CAF Registered charity number.
Animation is a great way to grab our customer's attention. Here are some examples of how we have used moving images to increase engagement on our social media channels.

**Animation**

Animation graphics formatted for 1:1 square in order to be mobile friendly
Here's a great example of 'less is more' for CAF's Charity Account where only using a simple animated flip of the gift tag helps stagger the messaging.

Animation graphics formatted for 16:9 widescreen in order to combine photography and statistics graphics
This example to highlight the key stats from our India Giving report uses a subtle combination of animation techniques to draw the viewer's eye towards the content. Slow background image scaling and fading between fact bubble graphics is all that's required to achieve the desired effect.
SOCIAL MEDIA

We use social media for good
Social media allows us to build and maintain our reputation as an expert in the charity sector. It gives us a platform to reach new audiences, to promote giving and to encourage donors to give more and more often. It provides a platform for our campaigns and content and gives us a way to check how effectively we’re working towards our mission. It’s where we share the knowledge we have, the services we provide and the good stuff we do. And it gives our customers a chance to feedback directly to us. It also allows us to learn from our audiences so we can act more effectively on their behalf and evolve our content, products and services accordingly. #MakeGivingCount

How to make the most of social media

Content
- Remember that obvious promotional content is not suitable for organic channels.
- Your posts should be informative, engaging and show support to charity sector.
- Keep it short and sweet but please
  - Don’t be tempted to alter spelling or punctuation to reduce the number of characters
  - Don’t abbreviate beyond standard abbreviations (like “info” for “information”)
  - Don’t use an emoji as punctuation or as a stand-in for vocabulary
  - Always use an Oxford comma
  - Be aware when you’re writing about people and avoid using gendered terms
  - Emojis belong on social media with emoji loving customers so use them.

Hashtags – when and how to use them:
- Twitter: No more than one hashtag per tweet. Maximum two if needed.
- Facebook: No more than one hashtag per post. Maximum two if needed.
- LinkedIn: No more than one hashtag per update.
- Instagram: No more than two hashtags in the body of the post. Up to 15 hashtags in the first comment on the post.
- YouTube: Add hashtags in key parts of your description to help viewers find your video. Ensure that you only use hashtags related to your video. Maximum two to three.

Responding to the public – what to do in tricky situations:
- Customer complaint: Social media team to follow triage process.
- Answering questions: Respond in a timely manner and manage customer expectations. Try to find an answer as soon as possible and where possible forward onto CAF’s specific webpage.
- Internet trolls and trouble-makers: Alert CAF’s social media manager to make final decision.

Also, here are some things to remember when using emoji for social media messaging:
As a general rule, place emoji at the end of a line (just before a hard return), don’t use them in the middle or at the beginning of a post.

Twitter: Use often and liberally in tweets and replies. Emoji can be especially great when used in place of bullets within lists.
Facebook: Use as needed in updates and replies. We are a bit more reserved with emoji on Facebook versus Twitter. Emojis will typically come at the end of the update text to add some visual interest and pop.
LinkedIn: No emoji.
Instagram: Use at the end of your update text as needed. Use often in replies.
YouTube: No emoji.

Before scheduling your posts, speak to our social media manager to agree a schedule. The social media team area always happy to help if you have any questions.
When it comes to preparing your campaign content for organic social media posts, always make sure that you keep it on-brand and follow the advice in this document for visual consistency and tone of voice. Speak to the social media team for support and guidance when it comes to paid advertising. For in-the-moment pictures/videos/boomerangs, use the in-built editing tools within the social media platform apps to correct lighting and position.

CAF Social media logo to be used on posts only when content is created by CAF such as reports, campaigns, events and charity sector advice. For in-the-moment posts that represent a real-life behind the scenes peek into what happens at CAF, we prefer to keep them less formal.

**PRO DESIGN TIP**

*Image dimensions for Social media graphics*

- **Twitter**: 1200 x 675px
- **Twitter (w/link)**: 800 x 418px
- **Facebook**: 1200 x 628px
- **LinkedIn**: 1104 x 736px
- **LinkedIn (w/link)**: 1200 x 628px
- **Instagram**: 1080px wide
- **Stories**: 1080 x 1920px

**ADVICE and TIPS**

*Social media posts*

CAF’s Giving Thought Podcast episode graphic makes good use of our brand’s primary and secondary colour palette together with an inobtrusive image in the top right corner.

**STATISTICS**

*Social media posts*

This square format example for Instagram shows bold and clear text over a colour panel box in combination with a full bleed colour image.

Example of a website card (Twitter / Facebook / LinkedIn)

Website cards click through to an external website. It becomes a clickable image and the link does not need to appear in the copy.

Example of a generic post with either an image or video

The copy should complement the choice of image or video that engages with the audience.

**GIVING THOUGHT PODCAST**

*Foundations and endowed philanthropy*

with Paul Ramsbottom
Chief Executive of Wolfson Foundation

Episode 47 | 9 April 2019

**STATISTICS**

*Social media posts*

This Twitter post uses a combination of our duotone effect over the image and a strong contrast between the text and teal colour panel box.

54% is donated to animal welfare charities

67% was distributed to religious organisations in South East Asia
How we look

Our printing needs range from quick, short-run digital print all the way to flagship annual reports and premium marketing collateral. By maintaining a consistency with our printed materials, we instill a level of trust and respect from our customers.

Paper stock – Edixion Offset

Edixion Offset (distributed by Antalis) is a versatile uncoated offset paper suitable for lithographic and digital presses. It offers a high whiteness, excellent opacity and a pleasing smooth surface. It is also FSC® certified and rewarded with the EU Ecolabel certification.

Reports / Brochures: Cover 300gsm / Text pages 150gsm
Saddle-stitch (stapled) or Perfect bound (depending on pagination)

Flyers/Mailings: Self-cover 190gsm to 250gsm

Event invitations / cards: Self-cover 250gsm to 300gsm

Special finishing

Metallic Red Foiling
Philips Foils - PF 60A

Other special finishing methods include adding an ink-sealer / matt lamination / spot uv depending upon the job type, printing method and budget.

Vinyl signwriting

Exterior surfaces
ImagePerfect 5738 Red Gloss

A GLOSS finish for colour vibrancy in natural daylight

Interior surfaces
Avery Dennison 503 Matt Geranium Red

A MATT finish is used to help eliminate unwanted reflections from overhead lighting
HOW WE SPEAK – OUR PERSONALITY

TONE OF VOICE

We like to keep things simple, straightforward and, most of all, friendly. Whether we are talking on the phone, posting on social media or writing legal documents, we need to make sure that the person on the receiving end has good chance of understanding the point we are putting across, without any specialist knowledge.

Here are a few guiding principles to help you keep your messaging clear:

- Keep it short and to the point
- Keep it light and positive
- Serious doesn’t mean dull or complicated
- Use plain English
- Know your audience and talk in their language
- Don’t assume specialist knowledge
- Avoid TLAs (Three Letter Acronyms)
There are a few rules – we’ve tried to make them easy to remember:

1. We are CAF
   - We are not ‘The’ CAF.

2. We are friendly
   - But sometimes it’s better to be more formal – particularly for a first communication, letters/legal correspondence or when dealing with Private Clients – so use Dear Title Surname in this instance. For members of the peerage, good to check with Debrett to avoid a faux pas.
   - Hello is great for newsletters and other digital communications. Hi should be kept for your friends.
   - Use the first person (I) when writing to our customers or use ‘we’ if writing on behalf of CAF, avoid using us/them/they wherever possible.

3. We keep things short and sweet
   - Use contractions where you can. Shouldn’t sounds a bit more friendly than should not and saves characters. However, watch that it doesn’t sound frivolous.
   - However, don’t use ampersands to replace the word ‘and’ – not even in social media. Only use & where it forms part of a proper noun.

4. We don’t do dots
   - We like to keep it simple so it’s eg and ie, not e.g. or i.e.
   - No dots after numbers in lists – however, make sure your headline doesn’t look awkward. Why not try a dash, a bracket or a different colour.
   - No fullstops at the end of headlines please.

5. We don’t like to shout
   - Keep exclamation marks to one per paragraph – and leave them off of headings.
   - Keep your Bebas Neue headings short.
   - Only the first letter of headings within documents should be capitalised – unless they contain a proper noun.
**HOW WE SPEAK – GRAMMAR AND PUNCTUATION**

**CONSISTENCY**

**6 We do things properly**
- Proper nouns, including our product names, should be capitalised eg Sir John Low, Gift Aid, Private Client Team, CAF Charity Account etc.
- Generic terms like payroll giving and the seasons (autumn, winter etc) should not be capitalised unless they fall at the beginning of a sentence.
- Names of publications should appear in italics.
- If in doubt, consult an online dictionary and the glossary of CAF products available on the intranet.

**7 We keep it together**
- Always keep the names of our products on one line.
- Quotes should be wrapped in “double quotation” marks.

**8 We make it count**
- Numbers: In text, use words for the numbers one to nine and figures for 10 and over. This rule can be broken for headlines, sub-heads, social media posts and infographics where space is tight.
- Ordinals: First, second, third etc up to tenth, then use the numbers, eg 113th, 151st etc.
- Percentages: Use per cent in text and % in content with lots of figure work, such as research reports and annual reports.
- Times: 6.30pm or 18.30 – use whichever works for your audience on invites. The main point is that your guests get there on time! For terms and conditions, we stick to the 24 hour clock.
- Money: Use two decimal places if you are using a currency symbol, eg £1.25, unless it is a round number, eg £100.

**9 We've got character**
- Don't forget to add a relevant hashtag on digital communication and campaign literature.
- Use ™ and ® where we refer to our legal and trademarked product names such as CAF Give As You Earn®, and add a copyright symbol © to our reports.

**10 We've got to dash**
- Hyphens link words like co-ordinate or tax-effective.
- Dashes are used to break up text – like this – and look cleaner than commas or brackets. Always use an en-dash, never a minus sign or hyphen.