Brand guidelines

Commonwealth Foundation

Contents

Introduction

Consistent communications

As a respected, international organisation it is important that any communication from us is conveyed in a consistent tone of voice.

Every communication should express the brand of our organisation.

These pages document our brand. They outline the particular personality traits of our organisation so we can all communicate consistently and effectively.

We have created a set of tools and guidelines that can be followed, copied and implemented to create consistent visual designs and communication materials.

Our brand delivery is overseen and managed by our communications team.

What is a brand?

For 'brand' we could substitute the word 'personality'; our brand is the way that we project ourselves, how others perceive us and we perceive ourselves.

It extends to the way we address an envelope, how well we prepare to run a workshop and how quickly we answer the phone.

The most obvious visible projection of our brand is our visual identity.

What is a visual identity?

A visual identity is a palette of visual tools. It is the set of instructions that ensures that our visual output always reflects the values of our brand. It is the way that we apply our logo and it is all of the other elements (type, colours, shapes, sizes etc).

What is a logo?

A logo is a mark created only from type, but common usage now encapsulates all visual 'badges' used to represent an organisation. It is just one tool in the visual identity toolbox.

Visual identity - our palette of visual tools

Logo/badge

Brand - how others perceive us and we perceive ourselves
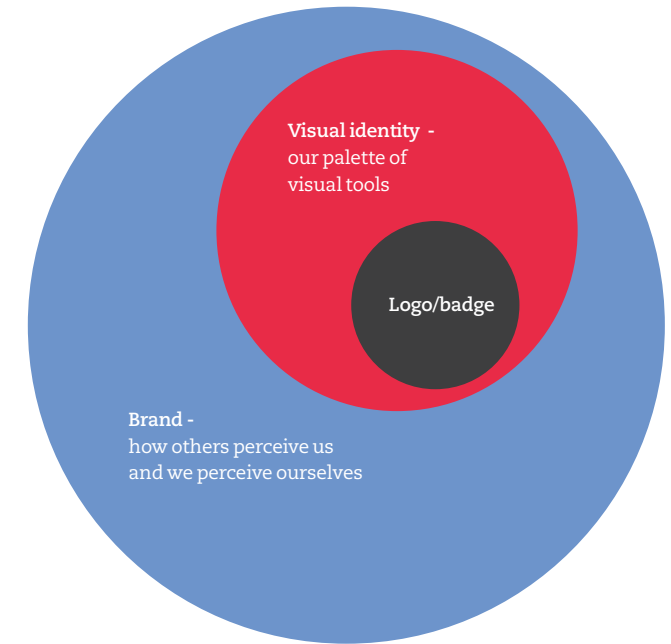
Vision and mission

Our brand embodies the essence and personality of our organisation and is built on our vision, mission and core values.

Vision

A world where every person is able to fully participate in and contribute to the sustainable development of a peaceful and equitable society.

Mission

To support civic voices to share their stories, learn and act together and influence the institutions that shape people's lives.

Core values

Diversity

Recognising that the plurality of people and natural environments of the Commonwealth lies at the heart of its strength, the Commonwealth Foundation will respect this diversity in fulfilling its mission. It is committed to the equality of opportunity for all, to respect for difference, and environmental sustainability

Collaboration

Recognising that effective, responsive and accountable governance requires the inputs of all stakeholders, the Commonwealth Foundation will share the learning generated by the participation of civil society. It is committed to inspiring dialogue from the bottom up, promoting consultations, building consensus, facilitating convergence, forging partnerships and engaging diverse stakeholders in participatory governance.

Integrity

Recognising that intergovernmental organisations are publicly funded and answerable to their member states, the Commonwealth Foundation will act in a thoroughly transparent manner in all its undertakings. It is committed to demonstrating accountability to both governments and civil society. It pursues its mission with commitment, discipline and rigour.

Ingenuity

Recognising the scale and scope of the challenges facing Commonwealth people, their organisations and natural environments, the Commonwealth Foundation acknowledges the requirement to be innovative in its responses. It is committed to acting as a catalyst that brings stakeholders together to generate creative and innovative solutions and promote thoughtful analysis and learning.

Our visual identity

The thinking behind our visual identity was developed through workshops and discussion.

The basis of our identity is a visual metaphor: the bold colourful patterns reveal the inherent strength of the collaborations and partnerships that we facilitate. Individual colours are brought together creating unique patterns and infinite possibilities; together, the weave is stronger than its individual elements.

Viewed another way the pattern can also be seen as a series of left and right facing triangles; a direct reference to the two way conversations between governments and civil society that we broker.

This underlying structure is not only used to construct our logo; we also use it to build patterns and design elements that add a visual dynamism to our communication materials.
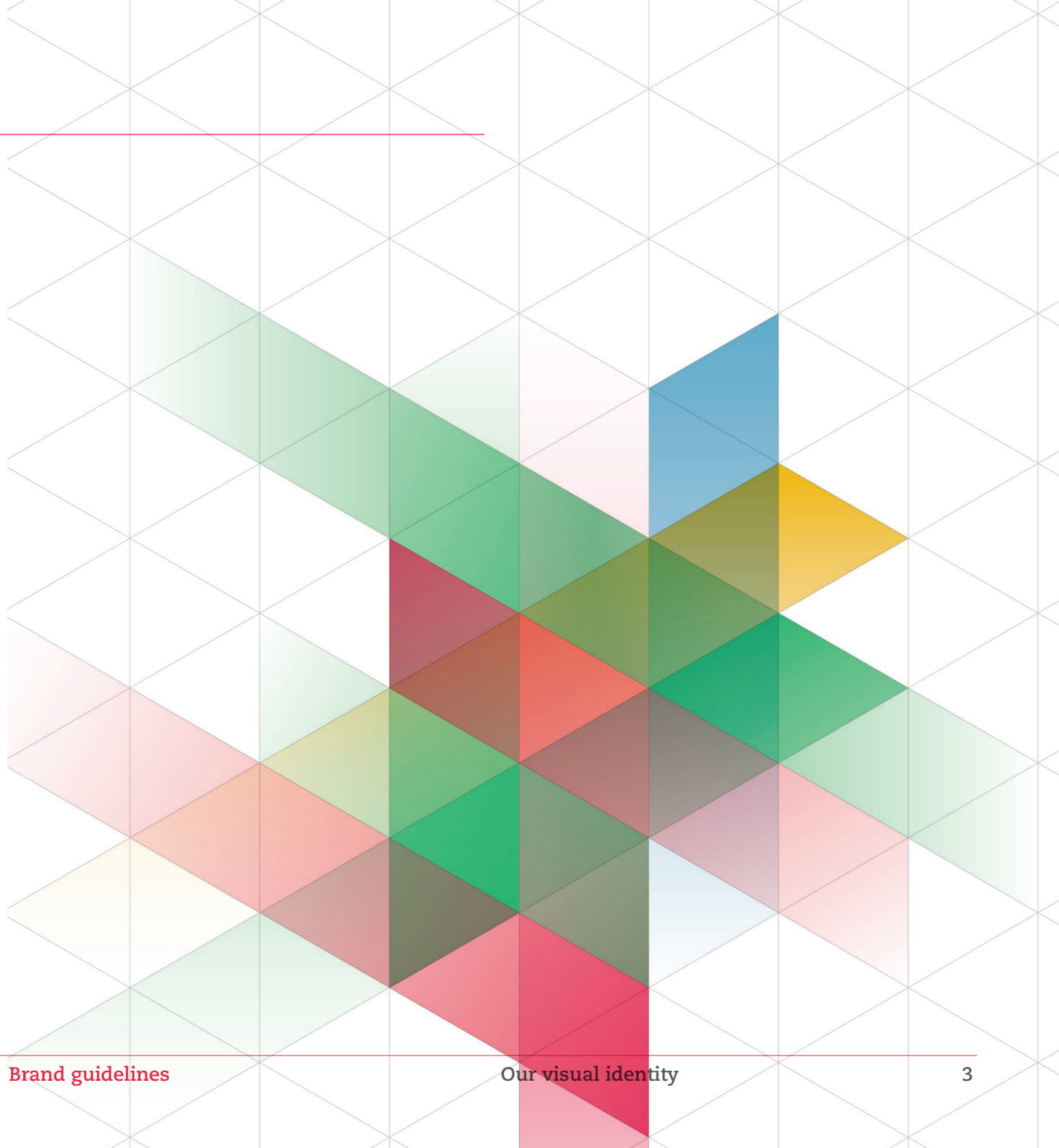
From this base we have developed a palette of tools to help us to communicate our brand to our audiences.

These tools include our:

1. logo
2. pattern
3. typefaces
4. colours

We have developed 'special use' options for occasions that don't fall neatly within our usual needs.

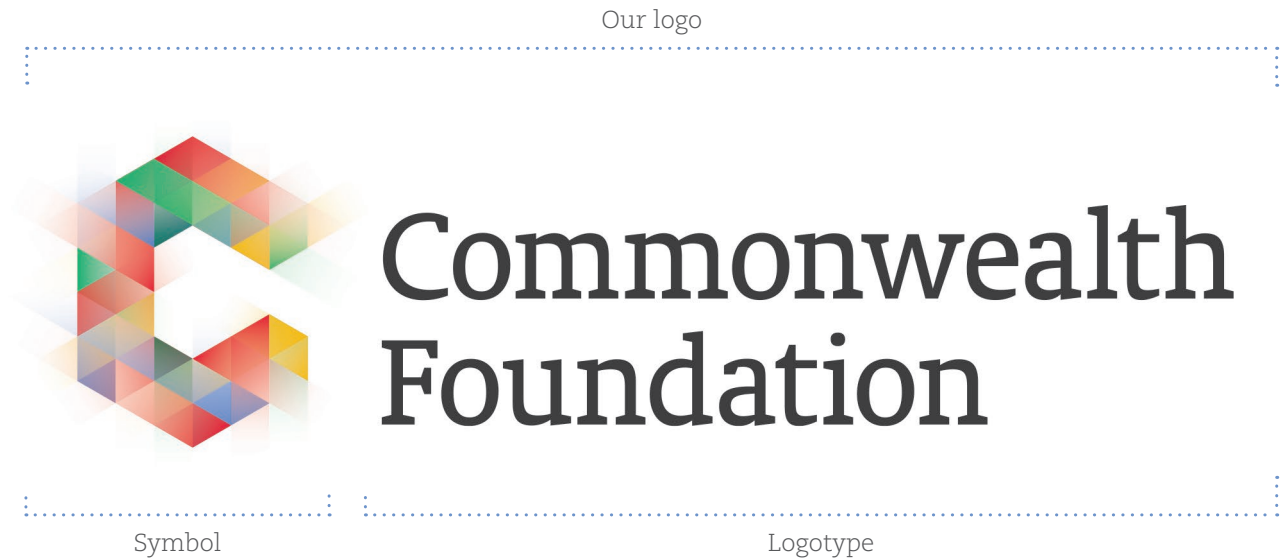We have also included examples to show our visual identity in use.

1. Logo

Elements

Our logo is comprised of two main elements:

1. An illustrative C symbol
2. The words 'Commonwealth Foundation'

When used together, the relationship (physical space) between both elements is a key part of our visual identity.

Our logo

Symbol

Logotype

Orientation and minimum sizes

We have two versions of our logo; a horizontal and a vertical version.

Discretion should be used when deciding which version should be utilised and at what size, on a particular piece of communication.

To ensure maximum legibility, our logo should not be used below the minimum sizes indicated.

Commonwealth Foundation

Min 55mm

Commonwealth Foundation

Min 25mm

Safe area

The area that surrounds our logo is as much a part of our visual identity as any other element.

Allowing adequate 'breathing space' around our logo maintains the integrity of our visual communication by avoiding visual clutter.

We have defined a 'safe' area around our logo. No other visual elements should be positioned within this area. This safe area is twice the height of the capital letters of the word Commonwealth in both versions of our logo.

2X

2X

2X

2X

Commonwealth Foundation

X

Commonwealth Foundation

2X

2X

2X

2X
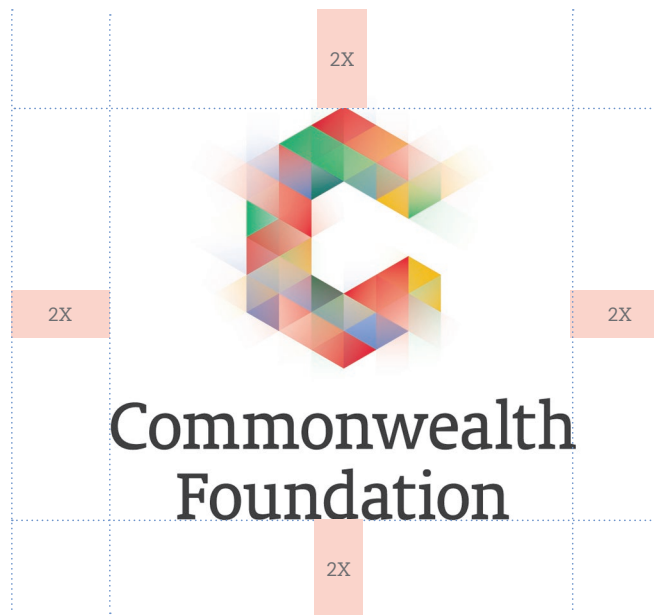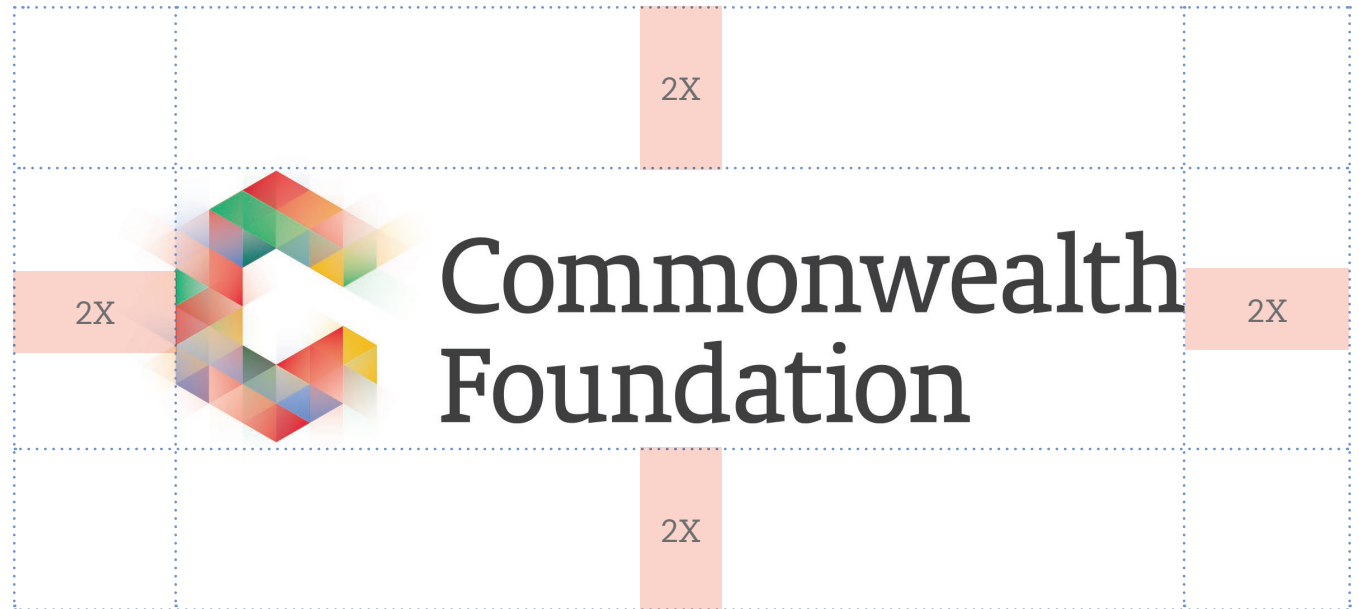
Alternate versions

In most circumstances we use our logo in full colour.

However there are circumstances where this is not desirable (such as when this inhibits legibility) or when it is not possible (on single or limited colour publications and documents).

For these circumstances, we have developed a single colour version of our logo that can be used in black, and a white version which can be used on any dark coloured background.

If we are working with a professional design supplier we also have the option to use the single colour version of our logo in any colour to suit media using a limited colour palette.

Incorrect uses

It is important that our logo appears consistently in all uses. The consistent use of our logo reinforces every communication.

Shown here are examples of incorrect usage of the logo.

a. Using other fonts/typefaces

b. Splitting or re-organising the elements into other configurations

c. Resizing any of the elements

d. Rotating elements

e. Stretching or squashing the logo

a.

b.

c.

d.

e.
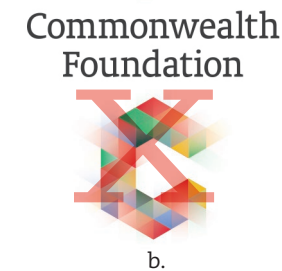
2. Pattern

The underlying weave, used for our logo, is also used to create patterns of visual interest on our communication materials.

Five patterns in various file formats are available to use for any in-house publications and documents or externally produced communications.

These patterns can be resized, flipped and cropped but should not be rotated as the angles of the lines and triangles are a key part of our visual identity.

Examples of their use can be seen throughout this document.

If we are working with a professional design supplier then we have the option to allow them to create bespoke versions of the pattern from the raw files that we hold.
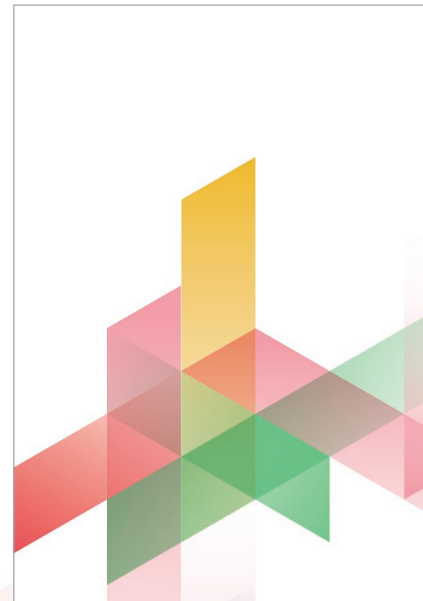
CF Pattern 1.

CF Pattern 2.

CF Pattern 3.

CF Pattern 4.

CF Pattern 5.

3. Typefaces

Professional use

Our choice of typeface is an important element of our visual identity.

Our primary typeface is called PMN Caecelia.

We use this typeface on all professionally designed publications and communications.

This typeface combines traditional serifs with a variation of weighting that gives it a charm and modern personality.

It comes in a variety of weights and is specifically designed to be legible at small sizes.

Designed in 1990, its creator, Peter Matthias Noordzij (PMN), named it after his wife, Caecilia.

PMN Caecilia – CE 85 Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PMN Caecilia – CE 86 Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PMN Caecilia – CE 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PMN Caecilia – CE 76 Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PMN Caecilia – CE 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PMN Caecilia – CE 56 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PMN Caecilia – CE 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PMN Caecilia – CE 46 Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

In-house use

Our secondary typeface is Trebuchet.

We use this typeface for in-house publications, presentations, letters and reports.

More generally we use Trebuchet when PMN Caecelia is not available to use.

We use this typeface because it shares many similar properties to our Primary typeface but is freely available to most of us via the Microsoft operating systems on our computers.

Trebuchet was designed for Microsoft (MS) by type designer Vincent Connare in the mid 1990s.

Trebuchet MS has been released with the Microsoft Windows operating systems since Microsoft Windows 2000.

Trebuchet MS – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Trebuchet MS – Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Trebuchet MS – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Trebuchet MS - *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

4. Colour

Colour palette

We have a defined palette of colours, drawn directly from those within our logo.

By limiting ourselves to these defined colours, it is easy to ensure that any publication will complement our suite of visual communications.

We have a primary palette used for most text-based publications (such as this one) and a secondary palette that can be used to enhance illustrations and charts.

For certain media and sub-brands we permit varioations on our pallete using gradients. Gradients must always be defined by at least one of the primary or ehanced pallete colours.

Primary palette – for text-based documents

CF Mid Blue	CF Mid Red	CF Dark Grey
C.58 M.34 Y.1 K.0	C.3 M.95 Y.70 K.0	C.0 M.0 Y.0 K.90
R.110 G.144 B.205	R.231 G.46 B.72	R.65 G.64 B.65
#6e90cd	#e72e48	#414041

Enhanced palette – for illustrations & charts

CF Yellow	CF Olive Green	CF Mid Green
C.6 M.26 Y.91 K.0	C.31 M.23 Y.92 K.1	C.76 M.14 Y.44 K.11
R.240 G.188 B.55	R.169 G.159 B.42	R.42 G.133 B.122
#f0bc37	#a99f2a	#2a857a
CF Dark Green	CF Dark Red	CF Pink
C.81 M.42 Y.57 K.23	C.16 M.92 Y.68 K.4	C.1 M.47 Y.18 K.0
R.50 G.102 B.98	R.198 G.56 B.75	R.244 G.158 B.170
#326662	#C63846	#F49eaa
CF Mauve	CF Light Green	CF Light Grey
C.60 M.42 Y.4 K.0	C.56 M.0 Y.60 K.0	C.0 M.0 Y.0 K.20
R.110 G.137 B.191	R.114 G.199 B.141	R.209 G.211 B.212
#6e896f	#72c78d	#d1d3d4

Technical information: colour matching systems

The numbering systems, shown in the swatches of colour above, are the values required by different colour matching systems to 'mix' that colour.

CMYK
Known as process colours, there are four standard printing inks – Cyan (C), Magenta (M), Yellow (Y) and Black (K) – that are mixed together. The colour mixes are defined in terms of percentage tints of each process colour. Examples of use: brochures, leaflets, and anything produced on inkjet printers.

RGB
Computers and any other light-emitting displays use a spectrum mixed from three colours – Red (R), Green (G) and Blue (B). Nb. Because different screens emit different qualities of light, colours vary from screen to screen. Examples of use: PowerPoint, email and websites.

Hexadecimal
Some programs represent colour using a hexadecimal code (shown with a # before the code) combining letters and numbers. It can be useful to have this reference for 'mixing' colours on screen as it is increasingly being adopted for internet-based programs. Examples of use: social media and websites.

5. Special uses

Separating the logo elements

Although we will usually use our logo with both elements together (C symbol and words), we have the option to separate these and use them on their own.

We may for instance choose to use our symbol as a large, impactful, illustrative element.

Alternatively there may be occasions when we cannot use our full logo at its minimum size, in which case we can use the type on its own.

Brand guidelines

Commonwealth
Foundation

Colour variant logos

Whilst our primary colour palette and coloured logo are adequate for most uses, there will be occasions where we want to expand our palette or adjust our logo for a specific use (perhaps to represent a significant project or sub-brand).

When working with professional design suppliers, we have a selection of coloured logos that can be used. If a specific colour application is required, we have the original files that can be adapted.

Primary colour logo

Technical information: bespoke colour versions of our logo

If we are working with a professional design supplier then we have the option to allow them to create bespoke colour versions of our logo.

Using the design program Adobe Illustrator, the 'Recolor Artwork' tool can be used to adjust colours to any combination.

Our logo has been designed to allow this to happen without fundamentally altering the character of the visual elements. For this reason, only this method should be used for adjusting colours.
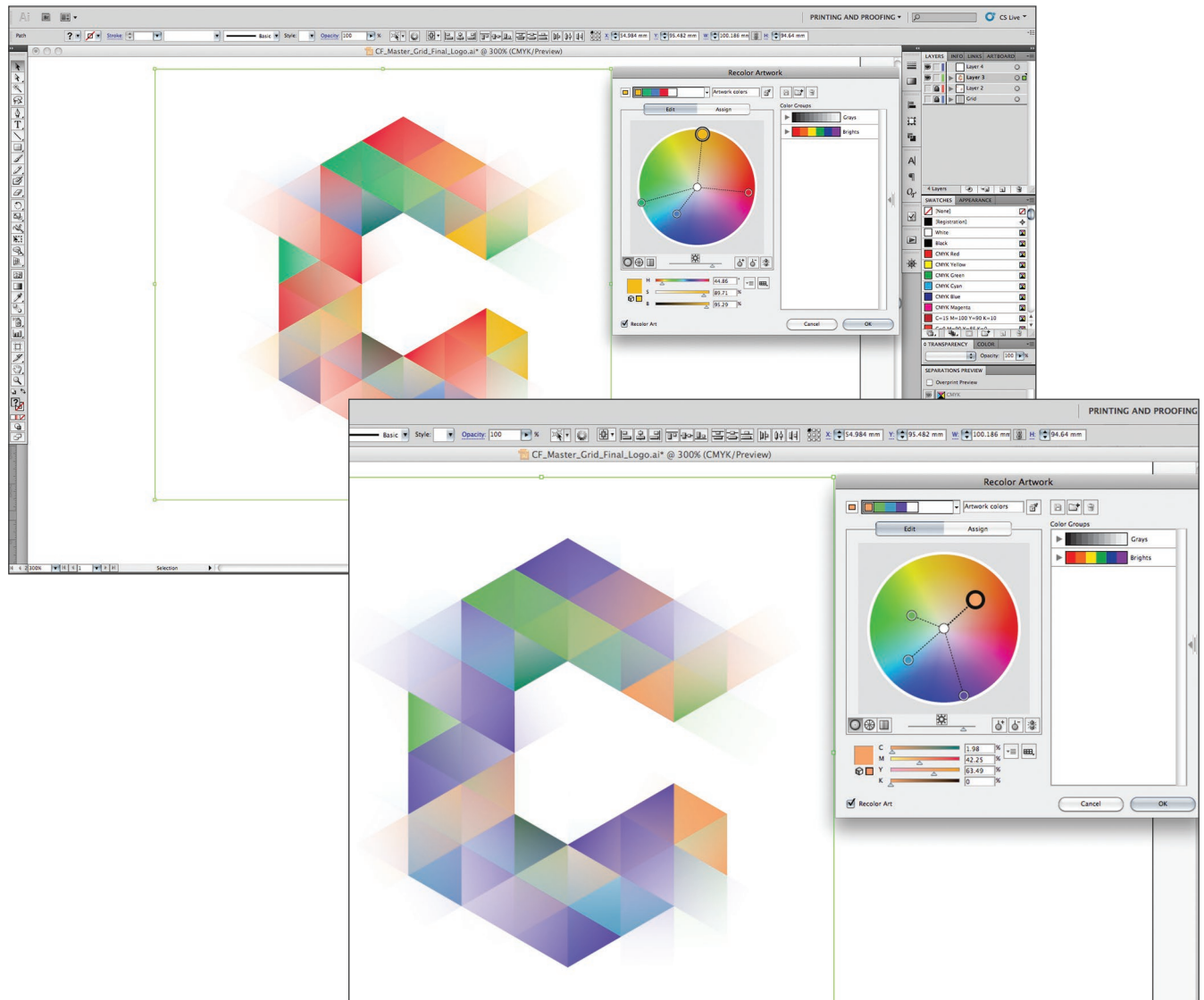
6. Sub-brand

Commonwealth Writers

Commonwealth Writers has a distinct brand of its own. Separate information for logo usage is available on request.

We have established simple guidelines to ensure that we retain the integrity of the Commonwealth Writers brand in context as an initiative from the Commonwealth Foundation.

Materials produced by the Commonwealth Foundation

Materials that we produce specifically for Commonwealth Writers adopt the following formulation:

– Commonwealth Writers logo

– Strapline: 'Express, Engage, Empower' (optional)

– URL: www.commonwealthwriters.org

– A logo lock-up incorporating the Commonwealth Foundation logo and the line 'Commonwealth Writers is an initiative from the Commonwealth Foundation'
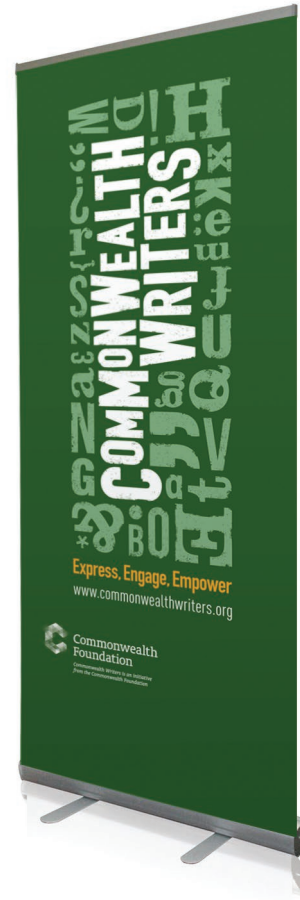
Third-party materials

Where opportunities arise for the Commonwealth Foundation and Commonwealth Writers to be acknowledged on third-party materials, we have produced a logo lock-up that combines the two logos.

Vertical and horizontal versions are available.

We use the green version where possible and have mono versions available for single or limited colour use.

Nb. These lock-ups use a specially adjusted version of each logo and it must not be adapted in any way. They should not be reproduced below the minimum sizes shown below.

Min 40mm

Min 24mm
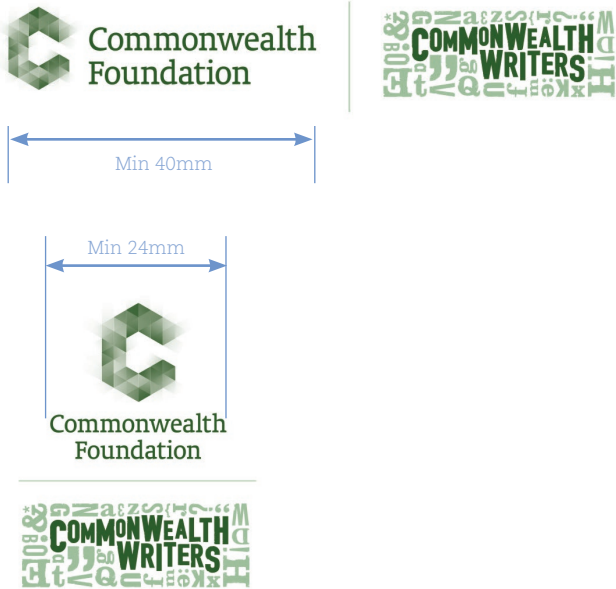
Horizontal green version

Horizontal mono version

Vertical green version

Vertical mono version

7. Examples and templates

Professional applications

Over the next few pages there are examples of our visual identity applied to both print and screen-based materials.

1. Strategic plan
2. Generic leaflet
3. Folder
4. Pop-up banner
5. Generic poster
6. Website
7. Twitter

1. Strategic plan

2. Generic leaflet

3. Folder

4. Pop-up banner

5. Generic poster

6. Website

7. Twitter

In-house templates

We have a suite of templates that are pre-formatted for in-house use:

1. Letterhead
2. Report
3. PowerPoint

PowerPoint: our standard template is 4:3 which is the setting for most of the screens and projectors we have available to us. A 16:9 version is also available on request.

> **Technical information**
> When putting together a document such as a letter or report, we follow these simple guidelines:
> – The font is Trebuchet MS
> – The font size is 11pt, although larger sizes can be used for headings
> – The paragraph line spacing is set to 'multiple 1.15'
> – The header and footer are used on the first page only

Commonwealth Foundation

8 November 2012

Commonwealth Foundation Strategic Plan 2012-16

Dear Governor,

I have pleasure in enclosing the new Commonwealth Foundation Strategic Plan, officially published on 1 November 2012 to mark our re-launch.

One year on from the call from Heads of Government, the Foundation has embarked on a new phase in its commitment to strengthen and mobilise civil society.

The re-launch encapsulates our new constitution, new strategy and new brand, which collectively enable us to strive for more effective, responsive and accountable governance with civil society participation.

The unanimous endorsement received for the Strategic Plan at the recent Board of Governors meeting has set the Foundation on an exciting path. The bar is set high and I look forward to leading the Foundation through what will undoubtedly be an ambitious and transformative year.

I take this opportunity to thank you and your government for your continued support to the Commonwealth Foundation as we begin this journey.

Yours sincerely

Vijay Krishnarayan,
Director

Commonwealth Foundation

Marlborough House, Pall Mall,
London SW1Y 5HY,
United Kingdom

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E foundation@commonwealth.int

www.commonwealthfoundation.com

1. Letterhead

Commonwealth Foundation

Commonwealth Foundation
Strategic Plan 2012-16

For internal use only
September 2012

Main heading (CF Heading 1)

Sub Heading (CF Header 2)

Heading three (CF Header 3)

Heading underlined

This is how main body copy would look (CF main text). It was established as a charity under English law in 1965 at the same time as the Commonwealth Secretariat. At the outset, Commonwealth leaders recognised the value that the efforts and endeavours of people acting outside the realm of government bring to the Commonwealth, primarily through associations of professionals. Throughout the 1970s the concept of non-governmental organisations (NGOs) developed and Commonwealth leaders responded by expanding the mandate of the Foundation. It was reconstituted as an intergovernmental organisation (IGO) in 1982, with a remit to work with a wider range of civic organisations on specific issues including gender equality and culture.

From 1982 the Foundation started to establish an international network of development orientated NGOs, beyond the professional associations. These NGOs were largely national in their focus and distinct from the relatively well-resourced international NGOs. The Foundation worked with these partners to advance a development agenda that was broadly consistent with Commonwealth priorities. The 1980s also saw the Foundation support several professional development centres or hubs across the Commonwealth and many of these still function effectively today. In the 1990s the Foundation used its grant making to address an emerging global development agenda, for example by supporting the participation of NGOs in major international development processes. In 1999 the Foundation presented a major piece of research on the relationship between participatory governance and good development outcomes to the Commonwealth Heads of Government Meeting (CHOGM) in Durban. This heralded a new era of facilitating dialogue between Civil Society and governments through Commonwealth processes.

At the CHOGM in Port of Spain in 2009, Heads of Government committed to the reform of Commonwealth institutions. They established the Eminent Persons Group (EPG), which highlighted the importance of Civil Society Organisations (CSOs) to the future of the Commonwealth. In their final report they made several recommendations on ways in which the Foundation could support this constituency. When the report was received in Perth in 2011, Commonwealth Heads of Government committed:

To promote the future of the Commonwealth through the strong and important voice of its people by ... re-launching the Commonwealth Foundation in 2012, while retaining its fundamental intergovernmental nature and maintaining its accountability to member states, with a revised mandate and Memorandum of Understanding so that it can more effectively deliver the objectives of strengthening and mobilising Civil Society in support of Commonwealth principles and priorities.

Commonwealth
Foundation

2

2. Report
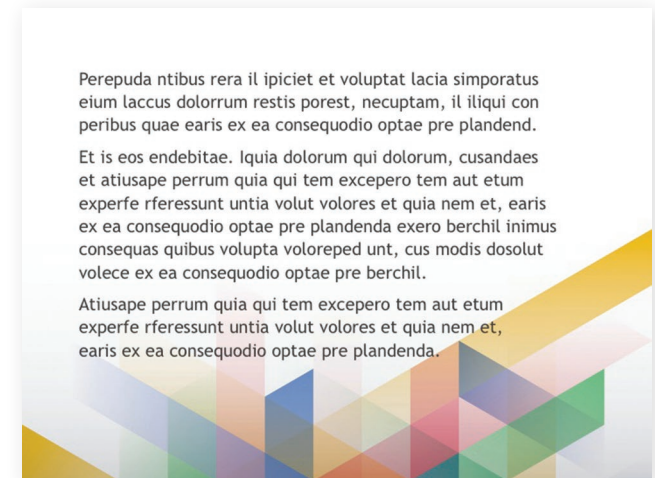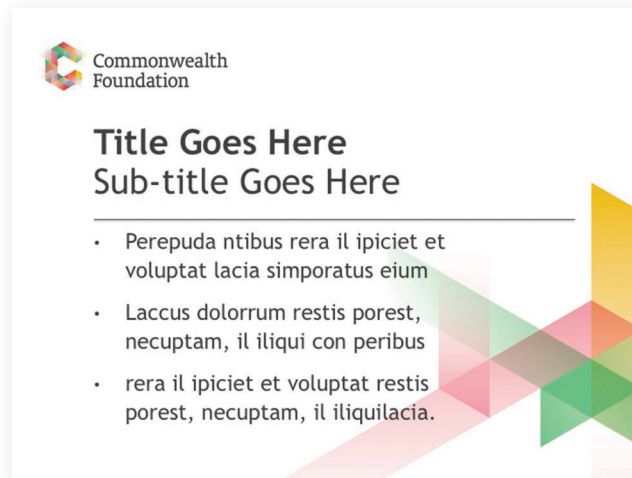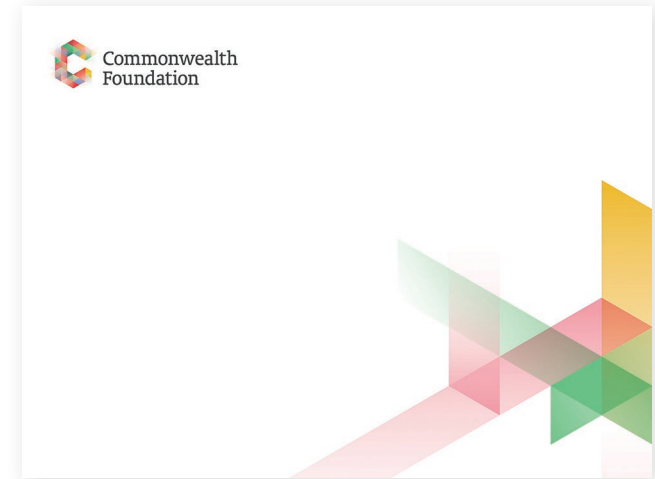
3. PowerPoint

8. Accessibility

It is important that all of our communications materials (both print and screen-based) are readily accessible to as wide an audience as is practically possible.

To aid accessibility, we follow this guidance:
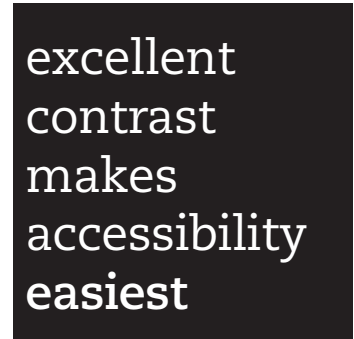
– We ensure that the text is in a contrasting colour with the background

– We have chosen typefaces that are clear and legible at relatively small sizes

– We do not use type that is less than 9pt for the main text of any document (except for photo captions and tables, where space is often an issue)

– We do not use capitalised words as these are harder to read

– We use italics sparingly

– We space lines of text so that they are easy to read and don't look too heavy on the page

– For large areas of type, we always justify the text to the left with a hard margin

– We do not justify text to the right-hand margin

– We are careful when placing type over images to ensure maximum contrast and legibility

– When binding documents we are careful not to crease or fold through type

– We use matt or uncoated paper to avoid glare on the page

– We distinguish highlighted information using techniques other than colour (such as using bold, or adding line breaks)

poor contrast makes accessibility difficult

good contrast makes accessibility easier

excellent contrast makes accessibility easiest

Using images

How we use photography

Good imagery helps to reinforce our values as a collaborative organisation with an international remit.

Any photography needs to be professional in its approach and engaging in its content.

We use a range of subject matter to reflect the breadth of our organisation and our ambitions.

We avoid:

– pictures of buildings or inanimate objects unless they are relevant to the supporting text

We select images that have:

– a narrative quality and enhance the messages of the corresponding text

– a strong point of focus that engages the viewer

Captioning

We always provide a short caption to explain an image.

Crediting and copyright

We always take steps to properly credit any images that we use, ensuring that we have permission to use them and crediting their originator where possible.

Cropping and framing

Cropping can turn an average image into an engaging and unusual one. We seek to find the most interesting way of cropping and framing all images, whilst maintaining the integrity of the original source.

Cropping close into the key subject makes for a more engaging image and better illustrates the story we wish to tell.

Chimamanda Ngozi Adichie speaking at the 2012 Commonwealth Lecture
© Commonwealth Foundation/Colin Patterson

In-house imagery

We often use imagery that we generate ourselves. We have an office camera that we can take with us to events and when travelling.

Images are catalogued and stored by the Online Strategy Officer.

We occasionally pay to use stock images if we do not have a relevant, good quality image of our own. If budgets are not available, no suitable image image exists on creative commons archives and we do not have a suitable image in-house, then we do not use an image at all.

Capturing images using a digital camera

We recognise that in order to properly reflect the values of our brand, we need to capture the best possible quality images.

To produce the best quality picture, the camera should be used at the highest possible resolution and image size. Once a photo is taken, the data can be subsequently reduced but it cannot be increased. It is therefore always best to take images at the maximum resolution and then reduce that resolution on a computer, as required.

The default settings on digital cameras are not always sufficient to use for our printed materials. Even at the highest setting on a 10Megapixel camera, each photograph is only usable up to A4 in size.

House style

Standard text

We have developed some standard wording to describe our organisation:

The Commonwealth Foundation is an international organisation established by Heads of Government in support of the belief that the Commonwealth is as much an association of peoples as it is of governments.

It is the Commonwealth agency for civil society; a unique, stand-alone organisation established by, funded and reporting to governments.

The Foundation is dedicated to strengthening people's participation in all aspects of public dialogue, to act together and learn from each other to build democratic societies.

Ultimately, the Foundation seeks to ensure that policy and government institutions are more effective contributors to development through the influence of civic voices.

Short description

We are the Commonwealth's agency for civil society. We support people's participation in democracy and development

Strapline

More voices for a fairer world

Terms that we use

Civil society

Civil society is the diverse arena outside of the family, the state, and the market where people associate to advance common interests through voluntary actions and implies a commitment to democracy and equal treatment of all people.

Civil society organisations

Civil society organisations are outside the state or the market, are diverse and include: volunteer organisations, indigenous peoples' organisations, non-governmental organisations, community-based organisations, labour unions, faith-based organisations, charitable and philanthropic organisations, professional associations and foundations, and parts of media and academia.

Governance

Governance encompasses the rules, institutions and processes, through which people, organisations and governments work toward common objectives, make decisions, generate legitimate authority and power, and promote and protect human rights.

Participatory governance

Participatory governance is about how the state, the market and civil society interact to effect change. These interactions involve the inclusion of civil society in decision-making processes, enabling citizens to exercise voice and vote and engage in policy formation.

Capacity development

Capacity development can be seen as a locally driven process of learning by leaders, coalitions and other agents of change that brings about changes in socio-political, policy-related, and organisational factors to enhance local ownership for and the effectiveness and efficiency of efforts to achieve a development goal.

Tone of voice

Approachable and inclusive

We write and speak with clarity and authority to ensure a consistent, professional approach that is easily understood by all audiences.

We use gender inclusive language.

We avoid any jargon, phrases or unexplained abbreviations that may exclude our readers.

We keep acronyms to a minimum and always include a key or restate their meaning for their first use within text:

– …civil society organisations (CSOs)… and thereafter …CSOs.

Succinct and simple

We aim for succinct phrasing rather than unnecessarily complicated structure:

– 'because' rather than 'due to the fact that'

We should remove any words that add nothing to a sentence:

– The application ~~that was received~~ from

– We are currently ~~in the process of~~ preparing a response

We should not turn verbs into noun phrases:

– 'we intend to' rather than 'it is our intention to'

– 'please arrange' rather than 'please make arrangements for'

Shorter sentences are easier to understand so we aim for a sentence length of no more than 15-20 words. Large passages of text can be daunting so we break up long passages into shorter paragraphs.

We also use tools to give pace and emphasis to any publication, including subheadings, lists, charts and tables.

Authority and confidence

We are the representatives of an internationally respected organisation. There are therefore times when we must be authoritative; we must give clear opinion, direction and instruction.

We need to show authority without being over-authoritative. To achieve this balance we:

– do not use dense or complex language but do not shy away from complex issues

– are enthusiastic about accomplishments and express praise for good work but do not use excessive adjectives

– use language that is familiar to our audience (who may not always work in international development)

If we express a personal opinion we make clear that we are not speaking on behalf of the Foundation.

How we describe ourselves and relate to others

We use the words 'we', 'our' and 'us' as much as possible when it is clear that we are talking about the Foundation as a whole. We do not use 'they' or 'them'.

We can use 'the Foundation' to avoid repetition of 'we' within a paragraph.

'the Foundation' can also be used when talking in an historical context, thus reinforcing the status of our corporate image and brand. For example, 'the Foundation organised the Commonwealth People's Forum 2011 in Perth, Western Australia'.

When talking about the Foundation, we always refer to it in the singular and not plural. For example, 'The Foundation is' not 'The Foundation are'.

We use 'you' when talking to our audiences. For example, 'You (the grant recipient) should complete the online application form by 31 January 2013'.

'I' can be used in correspondence if a personal approach is needed or if 'we' is not appropriate. For example 'I recommend that you contact your High Commission.'

We only use the third person if conveying the views of others.

Use of English

We use English for all of our official communication.

Where possible, we use standard English phrases, rather than non-English alternatives:

– 'way of working' rather than 'modus operandi'

– 'about' rather than 'circa'

Where a word or abbreviation has become naturalised into English we use it in the naturalised form, rather than trying to apply grammatical rules from its original language:

– we do not use an accent for cafe

– we use anglicised plurals for 'forums' and 'syllabuses'

We follow English (UK) spelling conventions:

– theatre (not theater)

– colour (not color)

– organisation (not organization)

– programme (not program)

We do not use 'etc'.

Numbers

We write out the numbers zero to nine as words, and switch to numerals from 10 onwards:

– 'the players attended nine out of 10 sessions'

The exceptions to that rule are when numbers:

– relate to a standard unit of measurement (£5, 2cm, 9pm, page 6)

– are joined by a dash meaning 'to' (5-14, 6-12 years)

– are in a table or figure (where we use numerals to make best use of space)

– are referring to standard wording for proper nouns (in England's education system, 'Year 5' and 'Key Stage 1')

– start a sentence ('Nineteen diplomats attended the session.')

We use commas in thousands or specific larger numbers but use decimals for generic larger numbers: 1,000, 2,800, 3,280,210, 7.5 million (not 7½ million).

We write out ordinal numbers up to 20 and use numerals above; first, eleventh, 23rd.

We write out simple fractions like 'three-quarters'(with hyphens) but use numerals for complex fractions like '1/38'.

We only use the percentage sign in tables or mathematical usage. In text we write 25 per cent, not 25%.

Times

Where appropriate, we use the 12-hour clock and use 'am' and 'pm', not 'o'clock'.

We use a full stop as a separator between hours and minutes (rather than a colon or dash).

We leave out full stops, spaces or unnecessary zeros:

– 9am (not 9.00am)

– 9.30pm (not 9:30pm)

Dates

Whenever possible, we use dates or specific time references rather than ambiguous phrases such as:

– 'in summer'

– 'this year'

We use the following styling for dates:

– on 21 December

– Tuesday 21 December 1991

– 1990s, the 80s (no apostrophes)

– the 21st century

– 1991-2, 1983-91 (to show periods of time)

– 1991/92 (to show a financial year)

Money

We always use numerals to express sums of money.

We use symbols but not abbreviations to denote money and we leave out full stops, spaces or unnecessary zeros:

– £ and p (not pounds and pence)

– £3 (not £3.00)

– £3.50

– 99p (not £0.99)

– £2.5 million (not £2,500,000 or £2.5m)

– £1,000

– we define 1 billion as one thousand million

For non-sterling currencies we write out the name in full in text but use symbols in tables or captions:

– 'the fee was 150 yen'

We assume that any reference to dollars means US unless otherwise stated:

– NZ$10

Punctuation

The apostrophe

There are two uses for apostrophes: for possession and for omission.

To indicate possession

For singular words we add an apostrophe and an 's':

– That was the writer's opinion

– It was published in the school's name

For names and proper nouns ending in 's', our convention is to add clarity (and show that they are not plurals) by adding an additional 's':

– I was impressed by Mrs Jones's application to the task (single person)

For plurals that end in an 's' we add the apostrophe after the 's' as this clarifies meaning:

– The writers' collaboration was impressive (multiple writers)

To indicate omission

We use an apostrophe to show where a letter (or letters) have been missed out.

For example:

– I'll be there (I will be there)

– It's great to see you (it is great to see you here)

Nb. Use of contractions and omissions may be inappropriately informal for our more formal communications, such as reports.

Exceptions to the rule

In some specific Commonwealth usage there is no apostrophe:

– Examples: Senior Officials Meeting, Finance Ministers Meeting

Commas

We use commas sparingly and only when they provide meaning.

We use a comma before 'and' if it adds clarification to meaning:

– there was a marked difference between Jack and Jill, and Bill and Ben

When ending a list with 'and', a comma is not usually necessary:

– the poet performed to children, teachers and guests

We use a comma to separate someone's name from their title or job description:

– 'Vijay Krishnarayan, Director, Commonwealth Foundation'

Full stops

We use single spaces after full stops (and other punctuation marks).

Lists

When presenting a bulleted list, we introduce it with a colon. We do not put any punctuation at the end of the bullet points, and we begin each new bullet in lowercase.

Occasionally we use bullets to indicate a list of more detailed points which are punctuated as normal sentences.

For in-house communications we use circular, solid bullet points. If we need to indicate a second level of bullets we use circular 'hollow' points.

- First level
- First level
  o Second level
  o Second level
- First level

Quotation marks

By default, we use single quote marks.

We only use double quote marks for a quotation within a quotation.

For quotations that span multiple paragraphs, we open each paragraph with single quote marks but only use a closing quote mark at the end of the quotation.

We use three dots (…) to mark omissions from a quotation and four dots (….) where the last is an added full stop.

Using capitals

We use as few capitals as possible. We only add a capital letter if it helps to provide meaning. For example we do not capitalise:

– 'civil society organisations'

– 'strategic plan'

For titles and headings we only capitalise the first word, unless we are using the name of an organisation that is conventionally written with initial capitals throughout.

We use capitals for full names of meetings and events:

– Commonwealth Heads of Government Meeting

– Commonwealth People's Forum

Titles and ranks accompanying a personal name are capitalised:

– Prime Minister

– High Commissioner

We capitalise acronyms and sets of initials throughout, eg. USAID, SKAT, except for those that have become words, such as Unicef, Oxfam.

Spelling out symbols or abbreviations

We spell out the ampersand (&) as 'and' in all cases except if it is the name of an organisation and they always use the '&'.

We spell out the oblique (/) as 'or' or 'and', except in tables, in number or date formats or in website addresses.

Instead of using 'and/or', we rephrase the sentence to say 'x or y or both'.

We write 'page' instead of using the abbreviation 'pg' or 'p.' unless in a table where space is tight.

We have adopted the convention of removing all full stops in common abbreviation, unless they add additional meaning.

For example:

– PhD, BA, MSc

– CD, DVD, VHS, TV

– Mrs, Mr, Dr

However when using latin abbreviations we use one full stop:

– eg., ie., nb.

Italics

We occasionally use italics for emphasis or to denote hierarchy of headings.

Our main use of italics is to denote the title of a published work.

If a title is written in full and then later mentioned in an abbreviated form, we do not continue with italics.

– 'the current issue of *International Journal* contains the full entry criteria. In the Journal we examine the criteria in-depth…'

Works include:

– titles of performances and events

– books

– films

– magazines, newspapers and other publications

– plays

– television and radio programmes

Referencing

When referencing external sources we use the Harvard Referencing System.

For guidelines on using this system see: www.imperial.ac.uk/library/subjectsandsupport/referencemanagement/harvard

Where possible we use footnotes rather than endnotes.

Contact details

We use a consistent format to write our contact details.

It is not necessary to include all details in every piece of communication, although the relative sizes should remain consistent. We should make a judgement about the amount of detail that is useful in each context.

Commonwealth Foundation
Marlborough House, Pall Mall,
London SW1Y 5HY,
United Kingdom

T +44 (0)20 7930 3783
F +44 (0)20 7839 8157
E foundation@commonwealth.int

www.commonwealthfoundation.com

Our address is written out in full over four lines

A full paragraph break is introduced to show clear distinctions between content

We include contact numbers and email address and indicate them like this

We always include our web address

Writing for the web

People read websites differently than they do printed material. In particular, people scan the range of content rather than reading left to right, top to bottom.

By following these simple tips, our online communication will be more effective:

1. **Begin with the conclusion**
   Put the most important information at the start, such as the 'who, what, where, when, why, and how'.

2. **Shorter sentences**
   Keep the sentences simple, with one main idea. As a rule, we should aim to write 50 per cent less text than we would in print.

3. **Shorter paragraphs**
   Multiple paragraph breaks allow the reader to rest their eyes. As a rough guide, paragraphs should be kept to less than 60 words.

4. **Explanative headings**
   Good headings are crucial. We try not to use references or metaphors that do not adequately describe the content.

5. **Sub-headings**
   Sub-headings also make content easier to scan. We should group related topics by using subheadings.

6. **Keywords first**
   Where possible, headings and links should begin with the most important words.

7. **Lists**
   Information in lists is clearer and easier to scan. But we should be careful that we don't use too many on a single page.

8. **Long pages**
   Content that spans several pages (and therefore requires the reader to scroll) should be kept to a minimum. If we have a lot of content we should consider ways to split it.

9. **Pages or downloadable files**
   We should include content as on-screen pages but should also consider making large documents into downloadable files.

10. **Alternative text**
    Our website should be accessible to all users. To facilitate this we should provide a suitable text equivalent for any images we add to a page.

11. **Link names**
    We should avoid link titles such as 'more' and 'click here'. Instead we should use descriptive text that refers to the intended linked page or item.

12. **Abbreviated URLs**
    We do not use 'http://' as part of any named URL.

    We do use 'www.' on all appropriate URLs. When referring to our own URL, we drop the 'www' and use 'commonwealthfoundation.com'.

    We don't use lengthy URLs that include more than one forward slash '/'. Instead we create a short URL (known as an 'in-point') such as 'commonwealthfoundation.com/lecture'.

Visibility guidelines for partners

The use of our brand by partner organisations is important to us. We acknowledge these guidelines in all partnership agreements.

Example colour logo lock-up



Example mono logo lock-up

Logo and text

– Partners should include the Commonwealth Foundation logo alongside their own logo in all print and screen-based materials related to the partnership. We will provide our logo on confirmation of the partnership agreement.

– The logos should sit side by side with the Commonwealth Foundation logo on the left. You may find it useful to add a vertical key-line between the logos to create a simple logo lock-up. The logos should be equal in size.

– In text-only materials where it is not possible to include the logo lock-up, include the line 'This project is organised by the Commonwealth Foundation and (partner organisation)'.

– In web-based information, include a link from the Commonwealth Foundation logo to www.commonwealthfoundation.com.

– You may also like to include our standard text: **The Commonwealth Foundation is a development organisation with an international remit and reach, uniquely situated at the interface between government and civil society. We develop the capacity of civil society to act together and learn from each other to engage with the institutions that shape people's lives. We strive for more effective, responsive and accountable governance with civil society participation, which contributes to improved development outcomes.**

Nb. *The horizontal version of our logo must be a minimum width of 55mm.*
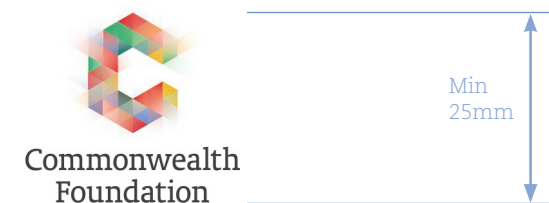
Nb. *The vertical version of our logo must be a minimum height of 25mm.*

Press releases

– Press releases shall be issued jointly and to an agreed schedule.

– Include the partner logo lock-up and standard text on all press releases (including call notices and briefings) related to the partnership.

– Share a proof of all press releases for approval by the Communications Manager at the Foundation in advance of distribution. We will reciprocate this arrangement.

Print materials

– Where possible, print materials shall be produced jointly and to an agreed schedule.

– Include the partner logo lock-up and standard text on all print materials related to the partnership.

Share a proof of all print materials for approval by the Communications Manager at the Foundation in advance of printing. We will reciprocate this arrangement.

Website and e-newsletters

– Include the partner logo lock-up, link to www. commonwealthfoundation.com and standard text on web pages or e-newsletters related to the partnership.

– We will reciprocate this arrangement by including the partner logo lock-up, link to your URL and your standard text on all web pages or e-newsletters related to the partnership.

Social media

– Include the partner logo lock-up and link to www.commonwealthfoundation.com on social media outlets carrying partnership information.

– We will reciprocate this arrangement by including the partner logo lock-up link to your URL and your standard text on social media related to the partnership.

Photographs

– Share all images related to the partnership for use by the Foundation in publicity.

– We will reciprocate this arrangement by sharing images related to the partnership.

Audio and video

– Share all audio and video material (including podcasts) related to the partnership for use by the Foundation in publicity.

– We will reciprocate this arrangement by sharing audio and video material related to the partnership.

Enquiries

Please visit www.commonwealthfoundation.com/press-centre for details

Visibility guidelines for grant recipients

Organisations that receive a grant from us should acknowledge this financial support in the following ways:

– In print and screen-based materials related to the project we are funding, include the 'Supported by the Commonwealth Foundation' logo lock-up.

– If you are crediting multiple funders, you may prefer to add your own 'Supported by' heading and include a strip of all funder logos. In this case, please request the regular Commonwealth Foundation logo.

– In text-only materials where it is not possible to include the logo lock-up, include the line 'This project is supported by the Commonwealth Foundation'

– In web-based information, include a link to www.commonwealthfoundation.com

– You may also like to include our standard text:
The Commonwealth Foundation is an international organisation established by Heads of Government in support of the belief that the Commonwealth is as much an association of peoples as it is of governments. It is the Commonwealth agency for civil society; a unique, stand-alone organisation established by, funded and reporting to governments. The Foundation is dedicated to strengthening people's participation in all aspects of public dialogue, to act together and learn from each other to build democratic societies.

– Send copies of any materials where our financial support is acknowledged to our grants team as part of your reporting requirements.

Download

You can download the 'Supported by the Commonwealth Foundation' logo lock-up from www.commonwealthfoundation.com/grantrecipients.

Colour and mono versions are available.

Enquiries

Please visit www.commonwealthfoundation.com/press-centre for details

Nb. Our logo must be a minimum width of 55mm.

Digital files

Our logo and other visual components are available in a variety of digital formats.

Below is a brief explanation to help you select the correct file type for each specific use.

JPEG/.JPG and PNG/.PNG
– For our in-house use
– Low resolution (72dpi)
– Screen colours (RGB)

These are for everyday use on documents that are generated and produced in-house.

They are saved to be compatible with computer screens and in-house printers; they use the Red Green Blue (RGB) colour spectrum to generate their colours.

These are low resolution files (72dpi), predominantly for use on computer screens. Do not supply these files to printers or design suppliers (who need high-resolution files).

They are also appropriate for web and other digital uses.

TIFF/.TIF
– For professional use
– High resolution (300dpi)
– Print process colours (CMYK)

Use for leaflets and posters. Supply these files to printers and design suppliers.

They are saved for use by print suppliers and designers. They use the process print colour spectrum (CMYK) Cyan, Magenta, Yellow, and Black.

These are print resolution files (300dpi). They can be used in most contexts but are a large file size that is impractical for our day-to-day use.

Illustrator EPS /.EPS/.AI
– For designers or printers only
– Vector files
– Print process colours (CMYK)

These are specialist (vector) files that are not resolution dependent. Use only for supplying to designers or printers. These are only compatible with certain software packages.

Before supplying to a printer or design supplier ensure that they accept 'Adobe Illustrator' or 'Illustrator EPS' files.

Logo Index

Commonwealth Foundation

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CF_Logo_Horizontal_BLACK.png
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CF_Logo_Vertical_BLACK.jpg
CF_Logo_Vertical_BLACK.png
CF_Logo_Vertical_WHITE.png
CF_Logo_Vertical_BLACK.tif

Commonwealth Foundation/ Commonwealth Writers lock-up

Green
CF_CW_Logo_Horizontal_GREEN.ai
CF_CW_Logo_Horizontal_GREEN.eps
CF_CW_Logo_Horizontal_GREEN.jpg
CF_CW_Logo_Horizontal_GREEN.png

Mono
CF_CW_Logo_Horizontal_BLACK.ai
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CF_CW_Logo_Horizontal_WHITE.eps
CF_CW_Logo_Horizontal_BLACK.jpg
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Green
CF_CW_Logo_Vertical_GREEN.ai
CF_CW_Logo_Vertical_GREEN.eps
CF_CW_Logo_Vertical_GREEN.jpg
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Mono
CF_CW_Logo_Vertical_BLACK.ai
CF_CW_Logo_Vertical_WHITE.ai
CF_CW_Logo_Vertical_BLACK.eps
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CF_CW_Logo_Vertical_BLACK.png
CF_CW_Logo_Vertical_WHITE.png
CF_CW_Logo_Vertical_BLACK.tif

Commonwealth Foundation/ Commonwealth Writers strapline

Colour
CF_CW_Logo_Horizontal_COLOUR_strapline.ai
CF_CW_Logo_Horizontal_COLOUR_strapline.eps
CF_CW_Logo_Horizontal_COLOUR_strapline.jpg
CF_CW_Logo_Horizontal_COLOUR_strapline.png

Mono
CF_CW_Logo_Horizontal_BLACK_strapline.ai
CF_CW_Logo_Horizontal_WHITE_strapline.ai
CF_CW_Logo_Horizontal_BLACK_strapline.eps
CF_CW_Logo_Horizontal_WHITE_strapline.eps
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CF_CW_Logo_Horizontal_BLACK_strapline.png
CF_CW_Logo_Horizontal_WHITE_strapline.png
CF_CW_Logo_Horizontal_BLACK_strapline.tif

Commonwealth Foundation/ grant recipients strapline

Colour
CF_Logo_Supported_by_COLOUR.ai
CF_Logo_Supported_by_COLOUR.eps
CF_Logo_Supported_by_COLOUR.jpg
CF_Logo_Supported_by_COLOUR.png

Mono
CF_Logo_Supported_by_BLACK.ai
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CF_Logo_Supported_by_BLACK.jpg
CF_Logo_Supported_by_BLACK.png
CF_Logo_Supported_by_WHITE.png
CF_Logo_Supported_by_BLACK.tif

Nb. These logos are for illustrative purposes only and not set to correct usage sizes