



## BRAND GUIDELINES



# ChildFund Japan

ChildFund Japan is a child-focused non-governmental organization committed to promote the rights of children through international development cooperation in the spirit of harmonious coexistence. It has been operating in Nepal since 1995 and the Nepal Office was established in 2006.

These guidelines were developed by ChildFund Japan Nepal Office. ChildFund Japan Head Office reviewed these guidelines. The ChildFund Japan Head Office approved them in May 2024.

© ChildFund Nepal  
May 2024

ChildFund Japan Nepal Office  
Neer Bhawan Marg 345  
Sanepa - 2, Lalitpur, Nepal

+977 1 5420849  
[info@childfund.org.np](mailto:info@childfund.org.np)  
[childfund.org.np](http://childfund.org.np)

# CONTENT

<b>ChildFund Brand Image</b>	<b>1</b>
<b>ChildFund Japan Nepal Office</b>	<b>2</b>
<b>Color Palette</b>	<b>4</b>
<b>Logo</b>	<b>5</b>
<b>Typography</b>	<b>6</b>
<b>Photo and Video</b>	<b>7</b>
<b>Design Elements</b>	<b>8</b>
<b>Contact Information</b>	<b>9</b>



# CHILDFUND BRAND IMAGE

ChildFund Alliance is a global network of 11 child focused development organizations working to create opportunities for children and youth, their families, and communities. To promote public awareness of ChildFund worldwide, ChildFund Japan Nepal Office will align with the global brand image of ChildFund.

The global brand is 'ChildFund' and alliance members will build brand awareness by consistently using the ChildFund brand or co-branding. The name **ChildFund** and all related iterations (for example, **ChildFund Japan, ChildFund Japan Nepal Office**) are all intellectual property of ChildFund Alliance.



## Introduction to the standards

This manual describes the standards ChildFund Japan Nepal Office's staff, consultants and other relevant individuals must follow to achieve a consistent, and unified brand for ChildFund Japan Nepal Office.

Consistent expression and use of ChildFund, including use of the logo and name, will increase awareness of the global brand.

If you encounter a situation or application not covered in this guide, please check with the Communication Officer at ChildFund Japan Nepal Office.

[info@childfund.org.np](mailto:info@childfund.org.np)



© ChildFund Nepal

02

# CHILDFUND JAPAN NEPAL OFFICE

1. ChildFund Japan Nepal Office will recognize the global brand, ChildFund.
2. Do not abbreviate ChildFund Japan or ChildFund Japan Nepal Office (CFJ or CFJ NO). The goal is to build brand awareness, opportunities are lost when the name is referred to by its initials.
3. The logos must be consistently expressed through its wordmark, which includes the green child as the letter "i" in child.
4. The logos can only be used in white, black (including a grey scale), or the ChildFund green and black.
5. ChildFund Japan Nepal Office's primary color is ChildFund green (pantone 348).



## Our identity

ChildFund Japan Nepal Office believe that each child inspires and drives us towards serving them by providing opportunities to develop their full potentials and make positive changes for their future. The programs help deprived, excluded, and vulnerable children, families, and communities through meaningful and sustainable solutions.

### Mission

To promote the rights of children through international development cooperation in the spirit of harmonious coexistence.

### Vision

A global society that ensures every child the opportunity to develop their full potential.

# TYPOGRAPHY ENGLISH

To maintain a clear and cohesive brand identity, ChildFund Japan Nepal Office specifies the following font guidelines;

- For official documents in English, **Calibri** is the designated font.

Calibri LIGHT	body	11
<i>Calibri Italic</i>	Sub-heading	12
Calibri REGULAR	Heading	14
<b>Calibri BOLD</b>	MAIN HEADING	18

- English communication or promotional materials should use sans serif fonts exclusively.

<p>Avenir LIGHT Avenir REGULAR Avenir MEDIUM Avenir HEAVY Avenir BLACK</p>	<p>Helvetica REGULAR <i>Helvetica OBLIQUE</i> Helvetica BOLD</p>
<p>Open Sans LIGHT Open Sans REGULAR <i>Open Sans ITALIC</i> Open Sans SEMIBOLD Open Sans EXTRABOLD</p>	<p>Font Size 12</p> <p>Trebuchet MS REGULAR <i>Trebuchet MS ITALIC</i> Trebuchet MS BOLD</p>
	<p>Verdana REGULAR <i>Verdana ITALIC</i> Verdana BOLD</p>

- Serif fonts can be used in the headings only of communication materials, in order to allow for contrasting with body copy. Two different fonts, should be used distinctly to separate headings and body text.

Times New Roman	Palatino Linotype
Baskerville Old Face	Garamond
	Font Size 18

# TYPOGRAPHY NEPALI (नेपाली)

- For official documents in Nepali, **Preeti** is the designated font.

प्रीति	मुख्य भाग	१२
	उपशीर्षक	१४
	शीर्षक	१८
	पृष्ठको शीर्षक	२०,२२

- If the document has to be in unicode for example website and online use **Mangal**.

मङ्गल	मुख्य भाग	११
	उपशीर्षक	१२
	शीर्षक	१४
	पृष्ठको शीर्षक	१६

- For Nepali communication and promotional materials **ARAP** and **Ananda** is recommended.

अराप ००८	नियमित	cgGb Inlk PIN6 la6 lgoldt cgGb\ cf016 lgoldt अनन्द अक्षर नियमित cgGb % lgoldt cgGb /fpG8 lgoldt
अराप ११	नियमित	

फन्ट साइज १४

Regarding media shared on social networking sites (SNS), picture credit should be attributed to ChildFund Japan Nepal Office in **Open Sans Regular**, sized between 10-16. Photo credit should be placed in white or black font color on the bottom right of the image.

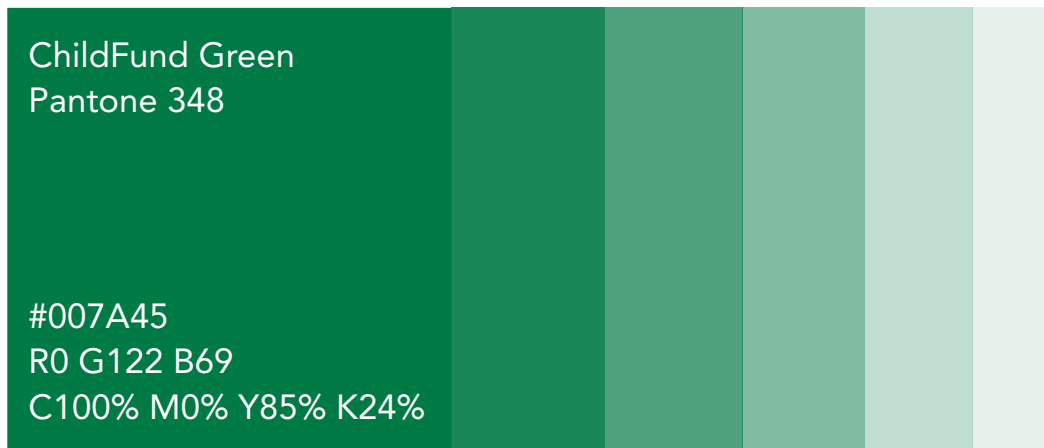
The picture credit will be © ChildFund Nepal.



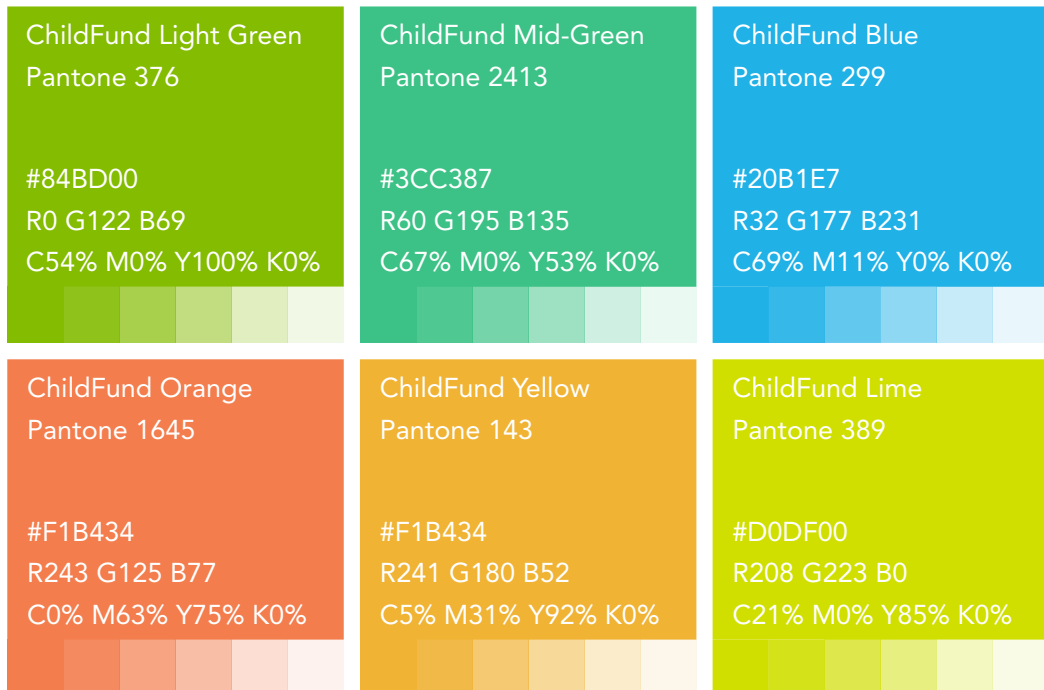
# COLOR PALETTE

ChildFund Japan Nepal Office's colors can be used for communications collateral, however ChildFund logos can only be used in white, black (including a grey scale), or the ChildFund green and black.

## Primary color



## Secondary colors



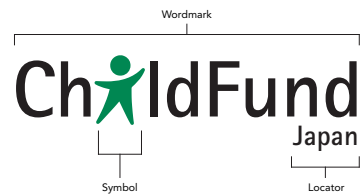
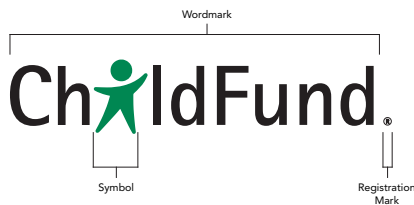
# LOGO

There are two logos used by the organization: ChildFund Japan for official usage and ChildFund Nepal for promotional and visibility usage. ChildFund Japan logo, if needed can also be used for promotional and visibility usage, however, ChildFund Nepal logo cannot be used for official usage. The following are the two logos used by ChildFund Japan Nepal Office.



## Components

The logo must consist of three elements: the wordmark, symbol, and locator, and in some cases a registration mark. The locator differentiates the member or country office from another member as shown in the logos below. All the elements must appear together to form the logo.



## Logo Font and Proportions

The font used for both the wordmark and locator is Rotis Sanserif Bold. The locator should be 35% of the wordmark font size. The space between the wordmark and locator should be 4mm. The diagram below illustrates the font height percentages for the wordmark and locator.



## Exclusion zone

The minimum amount of space allowed around all four sides of our logo should be measured by the height of the “n” in our ChildFund logo, as shown below. The same space is used as a minimum distance at which the logo should be placed from the edges of a document or screen.



## Minimum Size

To ensure best production, do not reproduce the logo any smaller than the minimum size as illustrated below. There are two formats displayed, one for print and the other for online and screen display.

Print



Digital



## Logo Colors

The logos that can only be used in white, black (including a grey scale), or the standard green and black. The following examples illustrate acceptable color formats for the logo, which acts as an alternative to the full color (example, green and black on white background) format.

ChildFund Standard  
Reverse on Black



ChildFund  
Reverse on standard Green



ChildFund  
Black



ChildFund Japan Nepal Office can use the logo without any locator when collaborating with one or more than one alliance member. This logo may only be used in ChildFund green, or in black or white.

ChildFund Standard  
Black and Green



## Unacceptable Usage of the logo

In adherence to our branding guidelines, it is imperative to maintain the integrity of our logo. Any deviation from the prescribed usage may compromise the brand identity. Therefore, the following practices are deemed unacceptable;

**Non-Corporate Colors:** The utilization of colors outside the approved corporate palette or secondary colors is strictly prohibited.



**Child Symbol Color:** Altering the color of the child symbol within the logo is prohibited as it undermines brand consistency.



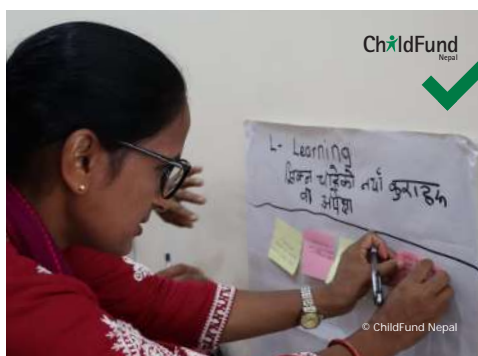
**Distortion:** Skewing or distorting the logo in any form is deemed unacceptable and should be avoided.



**Single Color Prints:** For single-color print runs, only green, black and white are permissible. Any other color usage or outlining the logo is unacceptable.



The logo can only appear on a photographic or colored background if its clarity is not compromised.



# PHOTOS AND VIDEO

Photographs should encapsulate achievements in the field, and portray the reality of the districts in which we work. Photos should be engaging and tell a story. Use hi-res, high quality photos.

The subject matter in the picture, should be the people, local landscape, or ChildFund Japan Nepal Office projects - ensure the consent and procedures for taking and using images.

Images and videos should adhere to Photo and Video Standards of ChildFund Japan Nepal Office.

# DESIGN ELEMENTS

1. ChildFund Japan Nepal Office can use the child symbol on its own and only in the set shades of ChildFund green, or in black, grey, and white.
2. All designs elements can be accessed from the link in the QR code.





© ChildFund Nepal  
May 2024

ChildFund Japan Nepal Office  
Neer Bhawan Marg 345  
Sanepa - 2, Lalitpur, Nepal

+977 1 5420849  
[info@childfund.org.np](mailto:info@childfund.org.np)  
[childfund.org.np](http://childfund.org.np)



## CONTACT DETAILS



Neer Bhawan Marg,  
Sanepa – 2, Lalitpur



[www.childfund.org.np](http://www.childfund.org.np)



+977 1 5420849  
+977 1 5420852



[info@childfund.org.np](mailto:info@childfund.org.np)

@childfundnepal

