

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

OUR ESSENCE & CORE BELIEF:

farmed animals should not, and need not, suffer.

OUR VISION:

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

OUR MISSION:

is to end factory farming.



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INTRODUCTION TO COMPASSION

BRAND INSIGHT

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

Our aim: to end factory farming by 2040

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

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

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

Our approach

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

What makes us different?

We are the leading specialist organisation for farm animal welfare worldwide.

We are different to other organisations in the animal welfare sector because of the following combination of factors:

- We were founded by a dairy farmer.
- We are the major advocacy organisation focusing on farmed animal welfare.
- We have a worldwide presence.
- We engage positively with the food industry and facilitate progress.
- We campaign at intergovernmental level, such as the United Nations, World Bank and International Finance Corporation (IFC).
- We strive to be at the leading edge of active, vibrant campaigning for farmed animals.
- We have the largest concentration of professional people devoted to farm animal welfare advocacy in the world.
- We are independent.
- We expose the hidden cruelty and suffering caused by factory farming.
- Our research ensures that our work is recognised for its rational and evidence-based approach to the welfare of farmed animals.

Brand truths

History

In the 1960s, a British dairy farmer named Peter Roberts became horrified by the direction livestock farming was heading. Appalled by the cages and crates that had started to become commonplace, Peter took his concerns to the established animal charities of the day.

When he saw how reluctant others were to act, Peter called a small meeting around his kitchen table. At that meeting, with a few visionary friends, he took the bold step of founding Compassion in World Farming.

Since its formation in 1967, Compassion in World Farming has existed to improve the welfare of billions of animals and end factory farming.

Factory farming was already a broken system in the 1960s, but in the drive for ever increased yields and productivity, today we are pushing farm animals even harder, shaving margins ever closer and cutting corners whenever we think no-one is looking.

Personality

We follow in the footsteps of our founder Peter Roberts.

We are:

- **determined**
- **direct**, but non-aggressive
- **engaging**
- **passionate**
- **focussed**

Our tone of voice is:

- **knowledgeable**
- **forthright**
- **change-driven**
- **authoritative** (we speak with gravitas)
- **clear**
- **good natured**

Our values

Championing animal sentience

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

Promoting compassion

All farmed animals should be treated with compassion and respect.

Advancing humane and sustainable food

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

Focusing on impact

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

Acting with integrity

We communicate honestly and in a principled manner.

Factual and science-based

Our work is backed by scientific evidence, sound research and best practice.

Accountable

We make efficient and measurable use of resources, reporting openly on our work.

Our strategy

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

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

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

Our 3 Change Goals

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

Change Goal 2: To reduce reliance on animal products.

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

Our 4 Strategic Objectives

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

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

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

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

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

GLOBAL VISUAL GUIDELINES

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- Colours
- Fonts
- Accessibility guidelines

CAMPAIGN-SPECIFIC VISUAL GUIDELINES

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GUIDE TO SELECTING IMAGES - SUMMARY

MASTER COMPASSION LOGO

Our logo is a concise statement of what we stand for: we want farm animals around the world to be treated with compassion. For linguistic reasons, our logo is abbreviated to CIWF for our French and Italian offices.

The Compassion in World Farming logo is a registered trademark:

- UK Trademark Registration (UK Intellectual Property Office): 2472685; and
- EU Community Trademark (OHIM – Office for Harmonization in the Internal Market): 007584551 and 007584451.

The logos are the sole property of Compassion in World Farming International and may only be used with Compassion's permission. All logos in all formats can be downloaded from ciwf.org/brand

As a rule, Compassion's logo, should not be modified in any way.

Our logo is a key element of our global brand and is legally trademarked, and as such, should only be adapted in very special circumstances and very rarely, with formal approval for each change, *even if previously approved.*

Any modification must go through an approval process:

- 1. A lead-time of 4-6 weeks** may be necessary to get approval for a logo change and make changes to the design of a logo.
- 2. Discuss proposal to make a change to the logo** (including why, in which channels / audiences, timeline, etc. – download and complete the [logo modification form](#) with your **line manager and Head of Department**.
- 3. Contact the Global Head of Media and the Production & International Visual Brand Manager** to request time-limited logo modification, including the above details/completed logo modification form. If they are broadly supportive, they will then share the request by email with **Global Director of Fundraising and Global Director of Campaigns** (ideally 4 weeks before start of requested change).
- 4. Any modifications to Compassion's brand, in any forum, will then be submitted to the Communications and Brand Steering Group** for discussion.
- 5. The Global Director of Fundraising (GDF)** has overall responsibility for our global brand and must give approval.

LOGO MODIFICATION FORM

Common mistakes

Using backgrounds that affect legibility



Distorting by stretching, squashing or rotating



Boxing in / no clearance



Altering the colour



Re-arranging the elements

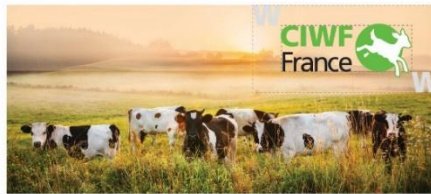
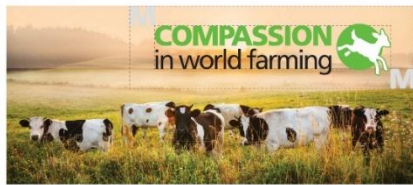


Altering the typeface



Clearance guidelines

Our logo is 'free range' and needs breathing space from text, images and other graphic elements, such as third-party logos on joint projects. The minimum clearance space on all sides of the logo is equal to the width and height of the capital letter 'M' in **COMPASSION** or the 'W' in **CIWF**:



Minimum size

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



40mm
Actual size



30mm
Actual size

Social media

For all profile pictures, a cropped version of the Compassion logo showing just the lamb can be used. The same application rules apply as the full Master logo variations (page 11).



For the best results use the following dimensions:

- **Facebook:** 320x320 pixels
- **X / Twitter:** 400x400 pixels
- **Instagram:** 180x180 pixels

Logo variations & application

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

Master logo (A)



The Master logo should be used by default where possible.

It is for use on white and light backgrounds.

Black & white logo (B)



The Black & White logo is used in black and white print, or where the background colour compromises the legibility of the Master logo.

Reverse logo (C)



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

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

Alternative master logo (D)



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

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

Transparent logo (E)



The Transparent logo is available in black or white.

TRANSPARENT BLACK when the background is light- to mid-tone.



TRANSPARENT WHITE when printing mono (e.g. newspaper print).

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

GLOBAL VISUAL GUIDELINES: DESIGN / PRINT

The following visual ID guidelines apply to print materials, including PDFs originated for print.

Primary colours

Compassion Green	Black	White
CMYK: 64 0 100 0	CMYK: 0 0 0 0	CMYK: White
Pantone: 368	Pantone: Black	Pantone: White
RGB: 102 188 41	RGB: 0 0 0	RGB: #
Hex: #66BC29	Hex: #000000	Hex: #

Primary font

Download Frutiger from the [Compassion Logos & Brand Folder](#).

All text must align to the left margin.

The letters and space between characters, words and lines (tracking, kerning and paragraph breaks) should remain pure, e.g.: 0.

FRUTIGER

Frutiger Light

Frutiger Light Italic

Frutiger Roman

Frutiger Roman Italic

Frutiger Bold

Frutiger Bold Italic

Frutiger Black

Frutiger Black

Italic

HEADINGS

Frutiger Black, 32pt, upper case

SUBHEADING/ Subheading

Frutiger Bold/Black, 24pt, upper or mixed case

Paragraph Heading 1

Frutiger Bold, 12/14pt, mixed case

Paragraph Heading 2 / Into Paragraph

Frutiger Bold, 10.5/12pt, mixed case

Body copy

Frutiger Light/Roman, 10.5/12pt

Captions to images/graphics

Frutiger Italic, 8.5/9pt

Photo ©

7pt, mixed case

Guidelines for print products and PDFs created for print

Before completing your production and design brief, it is important to think about your audience, how you intend to disseminate your product, as a PDF set up for print isn't always the best way to share content online, and always be conscious that 'accessible and legible' content is priority.

Accessibility should never be an afterthought. It must be planned and thought about from the very beginning of the creative process. Clearly communicate the importance of accessible content to any external agencies, include this in any briefing documents and ensure that it covers any relevant elements from [our guidance on accessibility](#).

The following points should be considered before production begins.

1. A printed document (report, flyer etc.) which will be printed and mailed or distributed in-person at events. If this product also needs to be made available online, an additional accessible version will need to be created following the digital accessibility guidelines.
2. A document required for digital purposes only should be set up as web page content, rather than go down the PDF design route.
3. A product required for both print and digital distribution could be a web page AND an accessible digital PDF, particularly where the audience is a small group of people who will be emailed, such as MPs, MEPs, press etc.

For print-only products, the following guidelines should be included in the design brief, to ensure legibility and accessibility standards are maintained, and for where complex design won't work as web page content, for example, *Farm Animal Voice* magazine.

Do

- Use the Frutiger font. Minimum body copy size range: 10.5/11pt.
- Ensure there is strong contrast between text and background colour, e.g. black text on the 'Compassion' green can be used.
- Use headings, sub-headings and paragraph headings, as they make good 'signposts' and help break up text-heavy body copy.
- Caption images, this is good practice but avoid placing the text on 'busy' images, as they can be hard to read.
- Add photo credits where required.
- Supply the PDF in both 2-page spread format and as single pages.

Don't

- Use Compassion's 'green' for font on white or pale background.
- Use white text on Compassion green background.

Accessibility check tools for print and PDFs (CMYK)

- CMYK: <https://www.leserlich.info/werkzeuge/kontrastrechner/index-en.php>
- CMYK <https://adasitecompliance.com/ada-color-contrast-checker/>
- CMYK <https://aodacolours.com/>
- Hex checker <https://colourcontrast.cc/>

GLOBAL VISUAL GUIDELINES: DIGITAL

The following guidelines apply to all 'on-screen' digital media, such as websites, PPT, emails etc.

Primary colours

Compassion Green	White
RGB: 102 188 41	RGB: 255 255 255
Hex: #66bc29	Hex: #ffffff

Secondary colours

Dark Green	Dark Grey	Light Grey
RGB: 11 171 71	RGB: 30 30 30	RGB: 236 236 236
Hex: #0bab47	Hex: #1e1e1e	Hex: #ecec
Dark Orange	Light Orange	
RGB: 219 60 10	RGB: 245 85 35	
Hex: #db3c0a	Hex: #f55523	

Digital fonts

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

OSWALD FOR HEADINGS & large typeface

OSWALD BOLD

OSWALD-EXTRALIGHT

OSWALD LIGHT

OSWALD MEDIUM

OSWALD-REGULAR

OSWALD-SEMIBOLD

MONTSERRAT for body copy & captions

Montserrat-Black

Montserrat-BlackItalic

Montserrat-Bold

Montserrat-BoldItalic

Montserrat-ExtraBold

Montserrat-ExtraBoldItalic

Montserrat-ExtraLight

Montserrat-Italic

Montserrat-LightItalic

Montserrat-Medium

Montserrat-MediumItalic

Montserrat-Regular

Montserrat-SemiBold

Montserrat-SemiBoldItalic

Montserrat-Thin

Montserrat-ThinItalic

Guidelines for digital products

We are responsible for ensuring all our content is accessible to all. Everyone should have the opportunity to access our content, whether they can read it themselves, or by using screen readers or other similar tools. We work to a minimum of Level AA of the Web Content Accessibility Guidelines (WCAG) and are always working towards Level AAA.

Accessibility goes far beyond ensuring everything on a page can be read as text. It should also guide how you organise all content, including images.

HTML web pages are the most accessible and responsive way to display digital content. Where possible, **avoid creating PDF documents that are intended as web-only PDFs**. PDFs are not an effective format by which to share digital information, except where information needs to be shared in a printable format, or as a secure document. PDFs cannot capture engagement data, cannot be updated easily, are hard to navigate online, and don't have the potential to be interactive.

If a digital-only PDF is required, these guidelines help to ensure legibility and accessibility standards are maintained. You can also check the PDF by using our online [content accessibility guide](#) or asking the Digital Team to check, so remember to include this stage in your production schedule.

Do

- Use the Frutiger font; minimum body copy size range: 12pt (16px); footnote and caption size 10.5pt (14px).
- Check contrast between text and background colour is sufficient e.g. black text on Compassion's primary green can be used.
- Align all text to left margin.
- Add alternative text (ALT text) to all images, tables, figures and graphics (see [Alternative Image Descriptions](#)).
- Add photo credits where required.
- Place text horizontally.
- Add a clickable content list or table of bookmarks if the document is large (e.g. reports, magazine).
- Supply the PDF set up as single pages for digital, and in portrait format.
- Use a screen reader to read the document back to you and check the reading order is correct.
- Make sure the document is tagged.

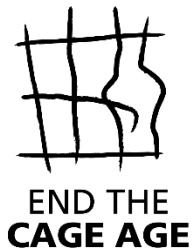
Don't

- Use Compassion's 'green' for font on white backgrounds, or white on Compassion's green.
- Overlay caption or image credit text on images.
- Place text vertically.
- Design content using tables and nested tables or leave table cells empty.
- Flatten the PDF when exporting it and do not export/save for print.
- Ensure the document is not more than 2MB in size.

COMPASSION'S CAMPAIGN-SPECIFIC GUIDELINES

The following Compassion global campaigns have their own visual identities, which include logos, fonts and colour palettes for both on- and offline communications. Please see the **process to create a new campaign identity**.

All logos and fonts can be downloaded from the **Compassion Logos & Brand Folder**.



**BAN LIVE
EXPORTS**

Ban Live Export (UK)

[Stop Live Transport \(International\)](#)

There isn't a definitive guideline document, but the logo should follow Compassion's Master logo guidelines in terms of minimum size and clearance.

COMPASSION  **Food Business**
in world farming

NB: For the **Good Farm Animal Welfare Award** logos, permission to use and download will be needed via the Food Business Senior Marketing and Communications Manager.

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

GUIDE TO SELECTING IMAGES & FILM – SUMMARY

Images and film play a vital role in supporting Compassion’s mission to end both factory farming as well as the multifaceted issues it creates, such as, but not limited to, animal welfare, health and the environment.

They help us to tell stories that engage, inspire and inform our audiences – existing and new – to take action.

The **full guidelines** include examples to help you select images that flow from our brand values: who we are, what we do and how we do. In order to reflect our credibility, **we must be accurate and honest** with everything, from where the image was taken, to the subject matter shown. **If in doubt, contact the Research & Education Team: research@ciwf.org**

Compassion has a large collection of images in Asset Bank, consisting historical, verifiable, scientific, investigative and species-specific images, as well as environment, people and non-farm animal images. While this is our ‘go-to’ resource for images, Asset Bank may not be the answer to all our image needs.

The guidelines are intended to help you select the right images from both Asset Bank and stock libraries. They are not exhaustive, so if you spot something missing, please provide feedback.

In short:

- Choose pictures that tell the story – keep it real.
- Check provenance of stock images.

The full guide to selecting images contains advice and examples on the following subjects:

Farmed animals

Everything we do is to achieve our mission to end factory farming. The top priority is that we want to ensure the highest levels of welfare for farmed animals. Therefore, we want our audience to emotionally connect with them, in whatever environment they are in. Try to avoid images that need photoshopping.

People

Keep it real: images of real people taking authentic action. Or real people affected by genuine issues and situations. Avoid stereotypical images and ones that require photoshopping.

Places

Keep the image relevant: images of the environment need to relate to the story you’re telling.

FULL GUIDE TO SELECTING IMAGES AND FILM

IMPORTANT INFORMATION

Asset Bank permissions and credits

Please check the permissions and limitations of use for all assets (images, video, music, illustrations and graphics) sourced on Asset Bank. This includes the following:

- Check that the conditions of use match your needs. For example, assets sourced from stock libraries can often only be used for certain media and some have a maximum distribution figure (**print and online**).
- Generally, assets purchased from stock libraries (iStock/Getty/Shutterstock) cannot be shared with third parties, e.g. media outlets or partner organisations, so please check the permissions carefully.
- Commercial licences are required if we are *selling* merchandise that has a stock asset (t-shirts, cards etc.).
- Make sure you have permission to use images belonging to other NGOs, as you may not be allowed to use them for fundraising or public campaigning activities. Always credit images/footage to the NGO.
- If you are sharing another organisation's piece of work online, you must use the work 'as is'. You cannot use any assets included in the work separately, unless you license them for use by Compassion.
- Images or videos of 'real people' such as supporters, celebrities and patrons are impactful and help support the feeling of our 'movement'/voices coming together. However, you must have their written permission to use their image – and written consent from the parent of any person under the age of 16. These permissions should be uploaded to Asset Bank with the relevant images.

Each library has different terms for their licenses, and they should be checked before using any asset. For clarity, the following are the terms for our main provider of Royalty Free Assets, iStock.com.

PHOTOS & ILLUSTRATIONS: *You do not need to include a credit for commercial use.* The only exception to this is when the content is used for editorial purposes, but Compassion could very rarely claim this as we're not a recognised news organisation.

VIDEOS: If technically feasible, you must include the following credit in visual productions: "iStock.com/Artist's Member Name." This can either be in the video itself or in an accompanying text post (i.e. Youtube video description).

MUSIC: If music is used in an audio/visual production where other credits are given, you must include the following credit: "[Artist's name]/[Music Collection Name] via iStock.com" This can either be in the audio/visual production itself or in an accompanying text post.

For advice and support in purchasing iStock/Getty images, please contact the Digital Team: DigitalTeam@ciwf.org

Any images/footage taken by/or for Compassion in World Farming, please credit CIWF/[Country], as it shows supporters we put their donations to good use, we're 'on the ground' exposing the truth, raising awareness in the media, and makes our donation asks relevant.

Quality

Before applying text or logo to images/film, be mindful not to compromise **legibility/accessibility**. Images should be **in focus** and **high resolution**. For printing, the recommendation is minimum 1mb or 600dpi.