



# Brand book



■■■ committed to effective giving

**CAF**



<b>Overview</b>	
Introduction	6
Committed to effective giving	7
Our brand vision	8
Our brand architecture	9
Our audiences	10
<b>Toolkit</b>	
Introduction	16
Logo	17
Colour	28
Type	34
Photography	40
Graphics	42
Charts and tables	44
Tone of voice	48
Terminology	50
<b>Applications</b>	
Literature	56
Co-branding	60
On screen	61
Events	62
Stationery	63
Paper stock	64
Signage	65
<b>Glossary</b>	68
<b>Contact</b>	74
<b>Copyright</b>	74
<b>About CAF</b>	75

# Contents



Introduction	6
Committed to effective giving	7
Our brand vision	8
Our brand architecture	9
Our audiences	10

# Overview



# Introduction

The CAF (Charities Aid Foundation) brand book is your key to the presentation of the CAF brand. It is designed to help everybody working within or with CAF to understand our brand, who we are, what we stand for and in particular to guide those concerned in communicating our messages to the world at large.

## What do we mean by the CAF brand?

It's the way in which we at CAF and our associated service lines are presented in a physical form to express our identity, purpose, values and personality:

- visually – through logo, type, colour, photography and symbols
- linguistically – through words and how they are used

It's what makes us distinctive and recognisable. It says who we are. It reflects how we wish to be seen and how we want to be known by all that come into contact with us – customers, clients, business partners, regulators and competitors.

Building strong recognition is a cumulative process, and to ensure that CAF is immediately identifiable as one organisation worldwide, the core elements of our brand identity must be applied consistently – in all places, at all times, in everything we do.

The objective of this brand book is to make this consistency possible by enabling you to understand the relationship between the elements and access the latest approved artwork available for the majority of applications.

# Committed to effective giving

Our vision is to establish CAF as the leader in the creation of

*a world in which giving in a committed and effective way is a recognised part of everyday life*

We have encapsulated this in the phrase

*committed to effective giving*

which forms a key element in our logo and reflects our desired intent to add value to all aspects of giving by:

- realising donors' giving aspirations
- promoting and encouraging more people to give in a tax-efficient and committed way over the long term
- simplifying the donation process
- maximising the potential of charities' finances
- creating and implementing tax-efficiency
- ensuring effective administration

courageous  
smart thinking  
tenacious  
fair minded  
collaborative  
courageous  
fair minded  
tenacious



## Our brand personality

We believe that five factors are integral to our success at CAF – making us stand out as an organisation and characterising our approach to what we do and how we do it:

- **smart thinking**  
*proving our position as being expert and innovative in effective giving*
- **collaborative**  
*working together without barriers to achieve more*
- **courageous**  
*striving towards our vision with resilience and commitment*
- **tenacious**  
*working determinedly to make things better*
- **fair minded**  
*doing the right thing by our clients*



## Our brand architecture

Everything we do moves us closer to achieving our vision. We gain strength and pace by operating together rather than separately.

The way we present and build our reputation and brand is best summed up by the phrase:

*the whole is greater than the sum of individual parts*

We desire to be seen as the not-for-profit organisation whose cause is effective giving.

Our core brand messages are:

- enabling you to make a difference
- maximising the difference companies can make
- helping charities maximise their resources
- working to increase the level of giving overall



#### Giving services for individuals

- information and advice
- tax-efficient giving solutions
  - current account for donations
  - payroll giving
  - trust management
  - share giving
  - legacy account
- international donations

# individuals

a single point of contact for all your charitable giving

## Our audiences

In communicating our 'committed to effective giving' brand essence we must always present its relevance to our four key external audiences – individuals, companies, charities and government.

### Individuals

We desire to be seen by individual donors as:

"A trusted way to give to charities, CAF makes giving simple, convenient and cost effective, allowing me to achieve my giving aims through one easy point of contact."

We will stimulate and support this reaction from individual donors by communicating to them on the following themes:

- we provide you with easy, tax-efficient and trouble-free ways to support the causes that are important to you
- our aim is to make every aspect of your giving more effective
- we are a not-for-profit organisation – we reinvest in the voluntary sector
- we communicate with you in a way that meets your needs

# companies

support to achieve your company goals

## Services for companies

- support for charitable giving programmes
  - international and uk donations
  - matched giving
  - trust management
  - employee and customer engagement
  - fundraising
  - volunteer awards
  - payroll giving



## Our audiences

### Companies

We desire to be seen by companies as:

“A unique service from an organisation with proven expertise in effective giving – CAF helps us to maximise the effectiveness of our engagement with the community through a range of smart giving services and a depth of understanding in the voluntary sector.”

We will stimulate and support this reaction from companies by communicating to them on the following themes:

- we maximise the difference you and your employees can make through a range of effective giving services
- we work with you to help achieve your social and community goals
- you receive a professional and efficient service, while knowing we invest back in the voluntary sector
- we form a bridge between your organisation, your stakeholders and the causes you wish to support

# charities

professional, financial and support services

## Services for charities

- fundraising support
- banking services
- investment opportunities
- funding solutions
  - grantmaking
  - social investment



## Our audiences

### Charities

We desire to be seen by charities as:

"A supportive and independent voice for effective giving – working to ensure more people give more effectively while making our lives easier with professional, value for money services that help us to increase our efficiency, maximise our resources and reach new donors."

We will stimulate and support this reaction from charities by communicating to them on the following themes:

- we offer integrated, value-for-money services that bring you financial and organisational benefit
- we help you maximise your resources
- we have the services and expertise to help you reach donors in ways that either you cannot or find difficult to do
- our sole aim is to encourage and promote effective giving overall



## Our audiences

### Government

We desire to be seen by government and regulatory authorities as:

"The independent expert in effective giving who is making a difference – with the knowledge, understanding and experience to make them the chosen professional solutions partner for all our giving initiatives."

We will stimulate and support this reaction from government by communicating to them on the following themes:

- we strive for a world in which giving in an effective and committed way is a part of everyday life
- our experience means that we can make your giving campaigns the most effective they can be
- our track record shows we make a difference
- our knowledge and expertise in effective giving gives you a balanced authority on which to call



Introduction	
Core elements	16
Logo	
Standard colour	17
Black version	18
Exclusion zone	19
Sizes	20
Online	22
Examples of incorrect use	23
International version	25
Colour	
CAF Terracotta	28
Palettes	29
▪ Corporate	30
▪ Organisations	31
▪ Individuals	32
Examples of incorrect use	33
Type	
Introduction	34
The CAF type family	35
Using type	36
Examples of incorrect use	38
Photography	
Introduction	40
Using photography	41

# Toolkit

Graphics	
Introduction	42
Using graphics	43
Charts/tables	
Introduction	44
Examples	45
Tone of voice	
Introduction	48
Terminology	52

# Introduction

## Core elements

This section details how to present the four core elements which comprise our identity:

- logo
- colour
- type
- photography

When combined, these elements reflect the qualities expressed in our brand personality for CAF. For details please see 'Committed to effective giving' in the introduction section of this brand book.



# Logo

## Standard colour

The CAF logo is the principal component of the identity. It is composed of three elements – a brandmark, strapline including triblock graphic and enclosing block graphic.

These elements are arranged as a single unit and may not be used on their own except in special circumstances described elsewhere.

Accurate, high-quality reproduction of the CAF logo is essential to the success of the identity and the protection of trademark rights. The CAF logo must always be reproduced from approved artwork provided in the 'Download' section of the CAF brand book online at [www.cafonline.org/brandbook](http://www.cafonline.org/brandbook). Redrawing or altering the CAF logo in any way is not permitted.

- colour of standard CAF logo is 'CAF Terracotta'. This is a unique colour – please refer to the 'Colour' section of the brand book
- width of standard CAF logo is 100% of the width of the page
- height of standard CAF logo is 11% of width of logo
- start of strapline is positioned 11% in from the left edge of the logo
- right of brandmark is positioned 11% in from the right edge of the logo
- logo is always positioned at the foot of the page (the CAF letterhead is the only exception to this rule)
- 3mm bleed of CAF Terracotta should always be added to the logo – left and right and below

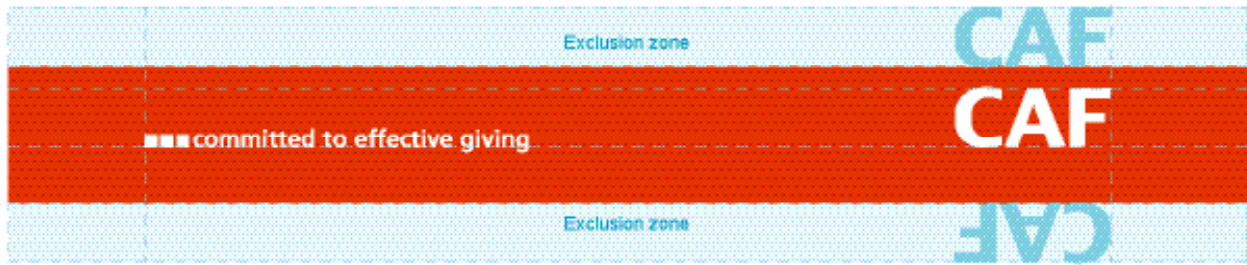
# Logo

## Black version

In collateral and print advertising where spot (using 'CAF Terracotta') or full colour (CMYK) reproduction is not possible the black version of the CAF standard logo must be used.

No other colour variants are allowed. Greyscale reproduction (including the printing of the colour logo on a black and white printer) is not allowed.

The relationship between the elements of the black version of the logo is identical to those of the CAF standard logo.



## Logo

### Exclusion zone

The landmark establishes the key unit of measure used throughout the identity.

As a general rule and in order to maintain its integrity, when the CAF logo is presented in its standard form in stationery and electronic applications, a clear space at least equal to the height of the landmark – the exclusion zone – must be left above and below.

Other graphic elements, such as photographs, illustrations or typography should not interfere or encroach on the exclusion zone

There are only two exceptions to this rule:

- on the covers of brochures or folders where the photographic/graphic element is used on a full page basis
- on business cards and general stationery items – letterheads and compliment slips



CAF small logo



CAF minimum size logo



CAF small logo – exclusion zone



CAF minimum size logo – exclusion zone



CAF small logo – black



CAF minimum size logo – black

## Logo Sizes

### CAF small logo

The CAF small logo should only be used where use of the CAF standard logo is not possible either due to space restrictions or the presence of another logo (for instance where there is a partner logo).

The exclusion zone is defined by the height of the brandmark and must surround the entire logo. The minimum size for reproduction of the CAF small logo is a width of 40mm.

### CAF minimum size logo

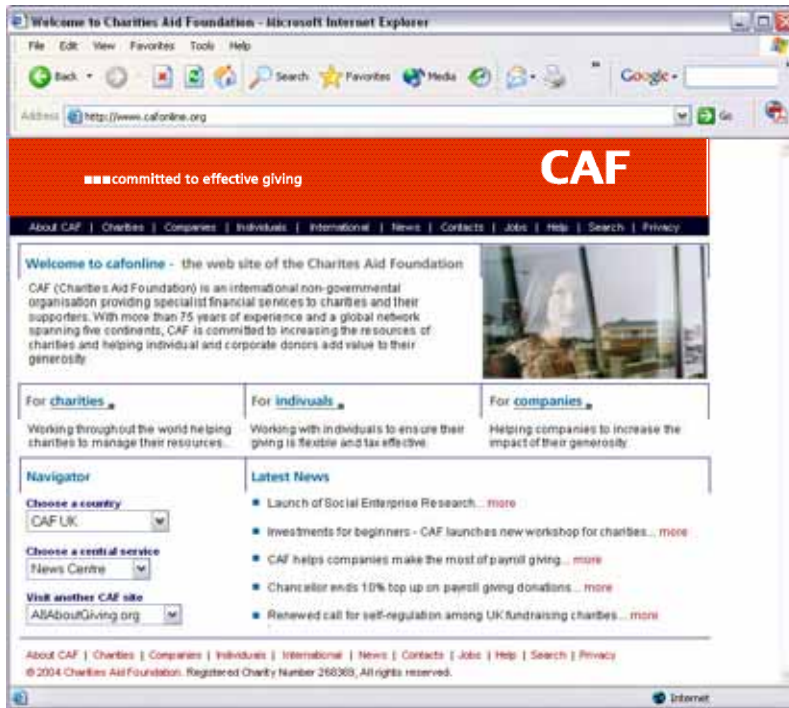
The CAF minimum size logo should only be used where use of the CAF standard logo or the CAF small logo is not possible.

The exclusion zone is defined by the height of the brandmark. The CAF minimum size logo must only be reproduced at a width of 30mm.

The small and minimum size logos should be aligned to the right of the page layout wherever possible, and never centred to the page. Where spot (using 'CAF Terracotta') or full colour (CMYK) reproduction is not possible the black version of the logo must be used. No other colour variants are allowed.

The CAF logo must always be reproduced from approved artwork provided in the 'Download' section of the CAF brand book online at [www.cafonline.org/brandbook](http://www.cafonline.org/brandbook). Redrawing or altering the CAF logo in any way is not permitted.





Example of CAF logo used on a web page



140 pixels

On screen small logo



80 pixels

On screen minimum size logo  
– must only be used at a  
width of 80 pixels

## Logo On screen

The standard logo for use for all CAF web and intranet sites is 720 pixels wide, and is positioned to the top left of the page with no margin or border applied within the page code.

The CAF logo for use on screen must always be reproduced from approved artwork provided in the 'Download' section of the CAF brand book online at [www.cafonline.org/brandbook](http://www.cafonline.org/brandbook). Redrawing or altering the CAF logo in any way is not permitted.

For co-branded on screen applications either the online CAF small logo (minimum width 140 pixels) or the on screen CAF minimum size logo (width 80 pixels) must be used.

- colour of on screen CAF logo is Hex D22A03
- CAF Terracotta (Hex D22A03) is reserved for the logo only and must not be used anywhere else on screen, this includes titles, tints in tables and graphics
- width of on screen CAF standard logo is 720 pixels
- no scaling is allowed – use logos only at the stated width, with the aspect ration maintained
- primary navigation menu is permitted directly below the logo
- Arial must be used for all text online except when the text is a graphic where Frutiger must be used
- an alt-tag stating 'CAF logo' must be coded whenever the logo is used online



*Incorrect use of colour. Logo must be presented in CAF Terracotta.*



*Incorrect use of tint. If CAF Terracotta reproduction is not possible the logo must be presented black.*



*Omits key elements. The logo must contain each of the three prescribed elements – landmark, strapline including triblock graphic and enclosing block.*



*Improper relationship between elements.*

## Logo

### Examples of incorrect use

To avoid incorrect application of the logo only approved artwork can be used which must be downloaded from [www.cafonline.org/brandbook](http://www.cafonline.org/brandbook)



*Improper relationship between elements.*



*Improper inclusion of additional element. The logo must comprise ONLY the three prescribed elements.*



*Improper relationship between elements.  
The scale of elements must be applied as defined.*



*Improper relationship between elements.  
The scale of elements must be applied as defined.*



*Exclusion of prescribed elements. The logo must comprise ALL the three prescribed elements.*



*Incorrect use of colour. Logo must be presented in CAF Terracotta with white-out brandmark, triblock graphic and strapline.*



*Incorrect use of colour. Logo must be presented in CAF Terracotta with white-out brandmark, triblock graphic and strapline.*

# The whole is greater than the sum of individual parts

## Logo

### International version

A country name placed below the brandmark is used for the international network. This descriptor is positioned below the brandmark at a distance of 1% of the width of the logo.

This descriptor, together with the other elements that form the logo are arranged as a single unit and may not be used on their own except in special circumstances.

Accurate, high-quality reproduction of the CAF logo is essential to the success of the identity and the protection of trademark rights. Any CAF international logo must always be reproduced from approved artwork provided in the 'Download' section of the CAF brand book online at [www.cafonline.org/brandbook](http://www.cafonline.org/brandbook)

Redrawing or altering the CAF logo in any way is not permitted.

■■■ committed to effective giving

**CAF**  
AUSTRALIA

■■■ committed to effective giving

**CAF**  
SOUTHERN AFRICA

■■■ committed to effective giving

**CAF**  
BRUSSELS

■■■ committed to effective giving

**CAF**  
AMERICA

■■■ committed to effective giving

**CAF**  
INDIA

■■■ за эффективно дарительство

**ФПББ**

*Local use only*

■■■ committed to effective giving

**BCAF**

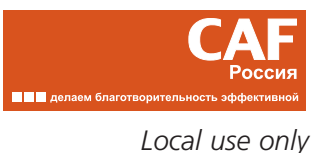
■■■ committed to effective giving

**CAF**  
RUSSIA

■■■ делаем благотворительность эффективной

**CAF**  
Россия

*Local use only*



Small international logos

Minimum size international logos

*Supplier: Sun Chemical  
Gibbon  
T: 020 7531 1998  
Ref: CAF Terracotta  
LGH022643*

*CAF Terracotta  
Spot colour*



*CAF Terracotta  
Full colour version (CMYK)  
C: 0%; M: 79%; Y:100%; K:11%  
R: 210; G: 42; B:3  
Hex: D22A03*

# Colour

## CAF Terracotta

### Spot colour artwork

The use of 'CAF Terracotta' in communications is restricted exclusively to the presentation of the CAF logo and must not be used in any other context

It must always be used for spot colour printing.

All spot colour printed logos must use CAF Terracotta. No other colour is allowed. Contact the CAF brand team through [brandteam@cafonline.org](mailto:brandteam@cafonline.org)

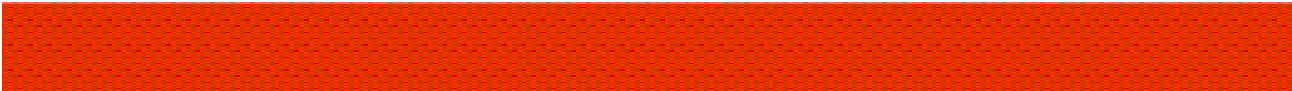
### Full colour artwork

To reproduce the logo in full colour (CMYK) artwork, the following process colour breakdown must be used:  
C 0%; M 79%; Y 100%; K 11%.

All CMYK colour printed logos must use these values. No other colour is allowed.

Swatches for colour matching can be obtained by contacting the CAF brand team. Precise matching of the colours in the CAF colour palette is critical and colour match should always be confirmed at time of final proofing.

Please contact the CAF brand team through [brandteam@cafonline.org](mailto:brandteam@cafonline.org)



signature

CAF corporate  
from our signature to every aspect of our work, we use colour to create a consistent and distinctive identity.



organisations  
CAF corporate



individuals  
CAF corporate



accent



# Colour Palettes

The appropriate use of colour is a major influence on how successfully we attract the attention and engage the interest of our key audiences.

Since each audience expects different things of us, we use colour to guide and support their particular expectations.

Accordingly, we use colour in specific ways relevant to the audience with which we are intending to communicate.

The audience palettes comprise 'signature' colours specific in application to each audience group, supported by six 'accent' colours common to all.

## CAF corporate palette

This is used for communications targeted at those interested in our governance and corporate affairs.

## Organisations palette

This is used for communications targeted at our charity and business audience.

## Individuals palette

This is used for communications targeted at individuals – the audience we seek to emotionally engage into action – by giving and doing.

## Accent colours

An enhanced range of colours is created by using any of the colours in the accent palette.

# signature

Pantone 315  
C: 100%; M: 0%; Y: 15%; K: 47%  
R: 0; G: 103; B: 122  
HEX: 00677A

# accent

Pantone 423  
C: 0%; M: 0%; Y: 0%; K: 47%  
R: 163; G: 163; B: 163  
HEX: A3A3A3

Pantone 420  
C: 0%; M: 0%; Y: 0%; K: 15%  
R: 215; G: 215; B: 215  
HEX: D7D7D7

Pantone 4685  
C: 0%; M: 6%; Y: 15%; K: 6%  
R: 242; G: 225; B: 209  
HEX: F2E1D1

Pantone 7499  
C: 0%; M: 0%; Y: 22%; K: 1%  
R: 253; G: 250; B: 226  
HEX: FFFDE2

Black  
C: 0%; M: 0%; Y: 0%; K: 100%;  
R: 0; G: 0; B: 0  
HEX: 000000

White  
R: 255; G: 255; B: 255  
Hex: FFFFFFFF

*NB: CMYK equivalents for each Pantone Reference must be as detailed here, as they are not necessarily the default conversion values.*

## Colour

### The CAF corporate palette

This palette is used when we are communicating about ourselves and our activities as an organisation to those with an interest in our governance, mission and operations.

It is the most formal and restrained in colour tone of our palettes, designed to give confidence and authority to the content of the materials.

The intended audiences are:

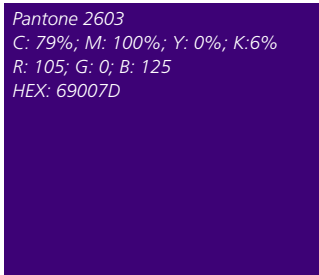
- government and regulatory authorities
- stakeholders
- media
- opinion formers
- multiple audience groups

Example applications where this palette should be used are:

- 'All About CAF' brochure
- annual review
- research papers
- Press Office

# signature

Pantone 2603  
C: 79%; M: 100%; Y: 0%; K: 6%  
R: 105; G: 0; B: 125  
HEX: 69007D



# accent

Pantone 423  
C: 0%; M: 0%; Y: 0%; K: 47%  
R: 163; G: 163; B: 163  
HEX: A3A3A3

Pantone 420  
C: 0%; M: 0%; Y: 0%; K: 15%  
R: 215; G: 215; B: 215  
HEX: D7D7D7

Pantone 4685  
C: 0%; M: 6%; Y: 15%; K: 6%  
R: 242; G: 225; B: 209  
HEX: F2E1D1

Pantone 7499  
C: 0%; M: 0%; Y: 22%; K: 1%  
R: 253; G: 250; B: 226  
HEX: FFFDE2

Black  
C: 0%; M: 0%; Y: 0%; K: 100%;  
R: 0; G: 0; B: 0  
HEX: 000000

White  
R: 255; G: 255; B: 255  
Hex: FFFFFFFF

*NB: CMYK equivalents for each Pantone Reference must be as detailed here, as they are not necessarily the default conversion values.*

## Colour Organisations palette

This palette is used when we are communicating our services to other organisations.

This is designed to differentiate our offerings in a market place where credibility is key – utilising a vibrant colour in a restrained manner.

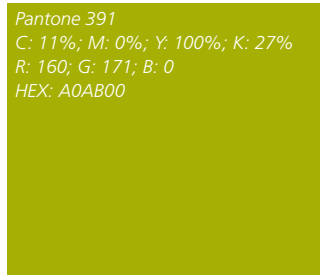
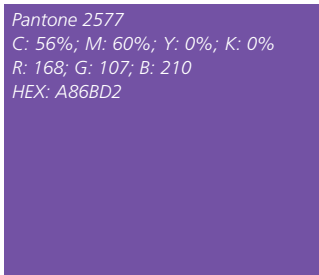
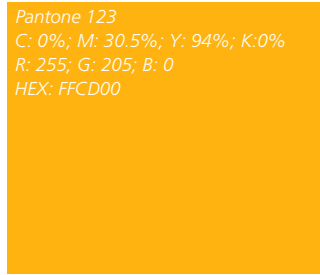
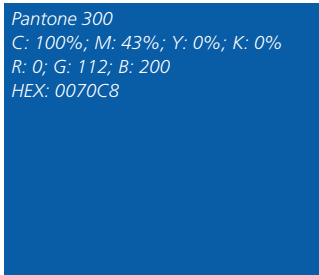
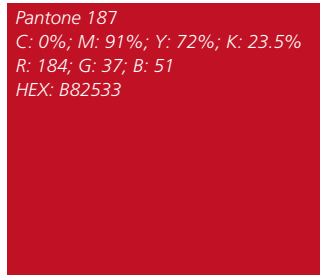
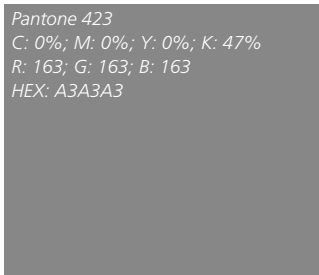
The intended audiences are:

- charities
- companies

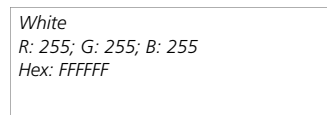
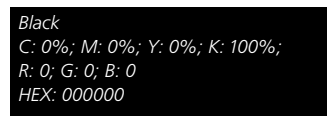
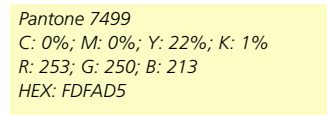
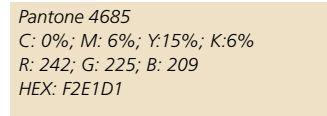
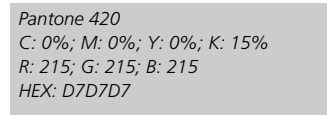
Example applications where this palette should be used are:

- charity financial services
- donor services targeted to companies
- CAF Bank
- Give As You Earn for companies
- training materials for charities

# signature



# accent



*NB: CMYK equivalents for each Pantone Reference must be as detailed here, as they are not necessarily the default conversion values.*

# Colour Individuals palette

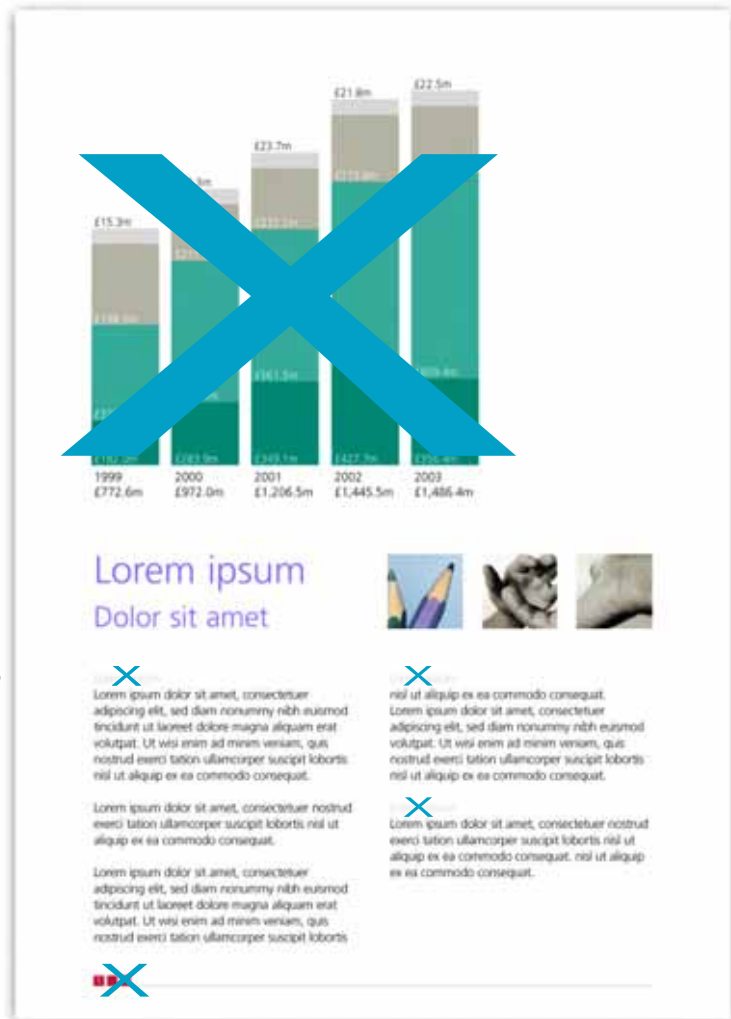
This palette is used when we wish to communicate our services to individuals on a one-to-one basis.

It is designed to provide the flexibility to stand out in a complex competitive market place – utilising a wider range of colours and brighter tones, to encourage and initiate action.

Example applications where this palette should be used are:

- Charity Account
- Family Philanthropy
- Give As You Earn for employees

Colours taken from incorrect palette (teal is reserved for the corporate palette)



CAF Terracotta must only be used within the logo

Only one signature colour may be used within a document. Footers must be an accent colour

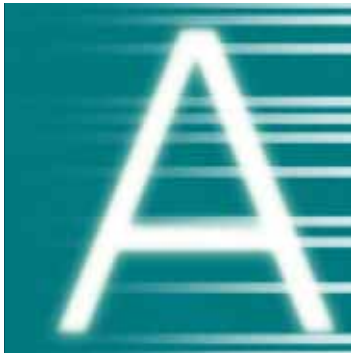
## Colour

Example shows a page from a document aimed at individuals where lilac (Pantone 2577) has been chosen as the signature colour

## Incorrect use

Only one signature colour is allowed in any document. For documents aimed at individuals this means that one of the six signature colours must be chosen and applied consistently throughout.

No tinting of any signature colour is allowed, except for within tables and charts, and when used as a continuation page heading (as shown above) or page sub-heading where the tint is 20% of the signature colour. The accent colour palette has been created to provide a range of colours which may be utilised in any combination within all document graphic elements.



# Type

## Introduction

The consistent use of supporting typography serves to build a uniform impression throughout CAF materials. The typefaces selected complement the CAF logo and fulfil the objectives of the identity.

Careful attention must be paid to letterspacing and kerning to ensure a quality impression.

The CAF logo is made up of unique letterforms and must always be reproduced from approved artwork provided in the 'Download' section of the CAF brand book online at [www.cafonline.org/brandbook](http://www.cafonline.org/brandbook)

### Frutiger 45 light

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#£\$%^&\*()\_+ -=: "; '<>, . ? / |

*used for: document, chapter and page titles, headings and sub-headings, paragraph headings and sub-headings, body text, bulleted text, footers*

### Frutiger 46 light italic

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#£\$%^&\*()\_+ -=: "; '<>, . ? / |

*used for: paragraph sub-headings, captions and quotations*

### Frutiger 65 bold

**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890!@#£\$%^&\*()\_+ -=: "; '<>, . ? / |**

*used for: some text as a graphic element*

### Arial regular

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#£\$%^&\*()\_+ -=: "; '<>, . ? / |

*used for: MS Office templates (body text in letters etc) and on screen*

### Arial bold

**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890!@#£\$%^&\*()\_+ -=: "; '<>, . ? / |**

*used for headings and emphasis in MS Office templates and on screen*

# Type

## The CAF type family

### Frutiger

Frutiger is the primary typeface for all CAF printed material.

Frutiger 45 light must be used for document, chapter and page titles, headings and sub-headings, paragraph headings and sub-headings, body text and footers.

Frutiger 46 light italic is used for paragraph sub-headings, captions and quotations.

Frutiger 65 bold may only be used for typography used as a graphic element (see page 43).

### Arial

Arial is the primary typeface for all on screen media. It is also used within Microsoft Office applications such as text in letters, faxes, etc.

Where black is the only colour in use, Arial bold may be used for headings and italic for emphasis.

- on screen and in emails the standard text size is Arial 10 point
- in Powerpoint presentations use Arial at the sizes stipulated in the CAF Powerpoint template

# Chapter titles

Frutiger 45 light 48pt/58pt, signature colour or Pantone 423

## Page heading

Frutiger 45 light 32pt/42pt, signature colour

## Page sub-heading

Frutiger 45 light 24pt/28pt, signature colour

### Paragraph heading

Frutiger 45 light 10.5pt/14pt, signature colour

### *Paragraph sub-heading*

Frutiger 46 light italic 10.5pt/14pt, signature colour

### Body copy

Frutiger 45 light 10.5pt/14pt, black

### *Captions, quotations, 'Registered charity' number, page footer information*

Frutiger 46 light italic 10.5pt/12pt, black

## Type

### Using type

#### Accessibility

The styles shown above have been defined for print collateral based on an A4/A3 templates and allow text to be presented with great clarity. All printed material must follow these specifications, with the following exception – on A5 templates chapter titles are defined as 32pt on 38pt leading, page headings are 24pt/26pt and sub-headings are 18pt/20pt.

For A5 templates all other type specifications remain the same.

#### Formatting

Type should always be left aligned, ragged.

In print, chapter headings can use the primary colour chosen for the document or Pantone 423, or reversed out of a band of either colour.

Where used, page headings should be consistently positioned within the document. The leading between any page heading and sub-heading and the subsequent paragraph heading or body text should be consistent throughout the document. Page headings, page sub-headings, paragraph headings and sub-headings must use the signature colour (or a 20% tint if a continuation page) and use sentence case. All other type is black.

- bullet points
  - lorem ipsum dolor sit amet
- Wingdings 'n' 7pt, in primary document colour; 5mm left tab;  
Frutiger 45 light 10pt/14pt, black

- 1 numbered lists
  - 2 numbered list second line
- Numerals in primary document colour set to a 3mm right tab;  
5mm left tab; Frutiger 45 light 10pt/14pt, black

Version numbers (back page only)

Frutiger 45 light 6pt/8pt, black

CAF is the not-for-profit organisation which is committed to effective giving, providing a range of specialist services to donors, companies and charities in the UK and internationally.

Our aim is to increase both the level and impact of giving and we strive to achieve this through all our activities, including working as an advocate for the charitable sector.

*CAF 'boilerplate' – appears on the inside back cover of all CAF solutions brochures and service portfolios*

# Type

## Using type

A new paragraph starts with a double carriage return. For paragraph elements – headings, body copy, bullets, numbers the leading must be 14pt (no 'space before' or 'space after' measurements).

A new sentence starts with a single space after the full point. Orphans and widows should be avoided where possible by force breaking carriage returns. The standard gutter width between two text columns is 10mm. Standard letterspacing for all type is zero. Kerning should be applied to individual character pairs where required.

The numbers one to ten must always be spelled when in body copy ie 'there were eight occasions'.

Bullet points and numbered lists must always be formatted as described above, with a single carriage return between each line, and a double carriage return before and after the list.

When using ie or eg no full points are added. An ellipsis (...) may not appear as the start of a sentence, and where used has three full points with no space before it. An en-dash with a space either side – must always be used in place of a dash (minus sign). Dashes are only used for hyphenation or as a minus sign. The em-dash is not used.

All copy and formatting must be approved by CAF's branding and compliance teams.

# Type

## Introduction

### FRUTIGER

Frutiger is the primary typeface for all CAF printed material.

*Frutiger 45 light must be used for document, chapter and page titles, headings and sub-headings, paragraph headings and sub-headings, body text and footers*

**Frutiger 46 light italic is only used for captions and quotations**

Frutiger 65 bold may only be used for typography used as a graphic element.

*Incorrect colour and alignment*

*Incorrect typeface*

*Improper use of capital letters*

*Improper use of Frutiger light italic*

*Improper weight of typeface*

*Incorrect colour and use of tint*

## Type

### Examples of incorrect use

Typical examples of incorrect use of type for CAF applications are:

- paragraphs justified, centred or right aligned
- incorrect typeface – only Frutiger is allowed in the weights described for printed collateral
- incorrect typeface – only Arial is allowed on screen or in Microsoft Office (Word, Excel) applications.

## Bullets

■ width of standard CAF logo is 100% of the width of the page

● height of standard CAF logo is 11% of width of logo

Arial

**Arial is the primary typeface for all CAF online materials. It is also used within Microsoft Office applications such as body text in letters, faxes e**

*Incorrect colour and alignment*

*Improper alignment of text*

*Incorrect bullet point*

*Improper use of underlining*

*Incorrect weight of typeface*



Lorem ipsum dolor sit

*Caption incorrect distance from image and in incorrect font*



# Photography

## Introduction

Photography is one of the four key elements of our CAF identity. It is used to convey the spirit of CAF and our services. Photography must always be positive and engaging, demonstrating our key themes of growth, strength, structure and warmth. Subject matter in particular and imagery in general that is not to be used can be described as obvious, literal or 'cheesy'.

As a general rule, photography should be used in preference to illustration in the presentation of services directed at charities or people. Cover images for solutions brochures should always be photographic.

### Photographic images – a disclaimer.

Good photography, whether commissioned or purchased from a library, can be expensive to obtain. The originating photographer holds the copyright of a photographic image that they have created unless it has been specifically 'bought out' from them. Accordingly, the representation of any specific photographic image in this book does not imply that it can be used without payment of a further copyright fee. Images shown within the book represent the style of photography appropriate to the material in question. Should you wish to use any specific image shown within this book contact the brand team to check usage rights.



# Photography

## Using photography

### Application types

We have defined three categories of photographic image for use in all CAF literature:

- cover images
- supporting images
- thumbnails

All images used in CAF materials should be positive and engaging. It is always preferable to use images from the CAF image library. If these are not utilised, permission to use other images must be sought from the CAF brand team at an early stage of the design process.

### Cover images

Cover images must appear full-bleed on the front cover of a solutions brochure. It may also be repeated in whole or part within the collateral.

### Supporting images

These are used to reinforce the cover image, and to illustrate the document.

### Thumbnail images

These may be used to illuminate the document, and tend to have a more 'literal' subject matter. Typically they appear within the triblock.



*Diagram highlighting the square created at either end of the CAF logo – which defines the outer margins for page columns.*

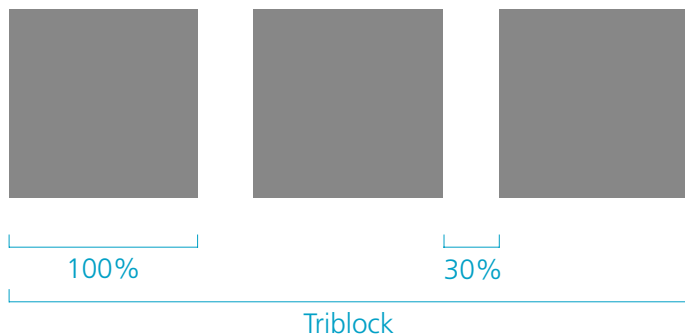
# Graphics

## Introduction

As a general rule, photography is preferred to graphic elements for all CAF applications.

The key cue for graphic elements for the CAF identity is the square. The logo has been constructed so that a square of CAF Terracotta is created to the left of the strapline including triblock and to the right of the landmark. These squares are both 11% of the width of the page. This measurement defines the outer margins for page columns.

The triblock comprises three squares. The space between each square is 30% of the width of the square.



*Relationship of elements for CAF triblock of squares*



*Example of text used as a graphic element*

# Graphics

## Using graphics

The triblock of squares is the principal graphic device for the corporate audience, but may be used for all audiences.

Care must be taken to ensure that the correct relationship (shown above) between the three squares is maintained, whether used horizontally or vertically. Examples of how to use the triblock are shown throughout the brand book – you may use one picture within the three blocks, three separate pictures, fills of a single solid colour, three solid accent colours, white blocks with borders of a single colour or of three accent colours. The triblock may be a single text column width, or the width of the page (less the outer page margins).

You do not have to use the square or triblock of squares as primary or secondary elements for the individual or organisation audiences.

Page grids are presented in the 'Applications' section of this brand book, and are all based on the grid defined by the inner dimensions of the logo. Approval for alternative layouts and the use of graphic elements must be sought from the CAF brand team at an early stage in the design process.

Text may be used as a graphic element providing the text is set in Frutiger 65 bold.

## Benefits of Gift Aid

Payment into your account	£100.00
CAF reclaims basic rate tax	£28.21
Gross value of account	£128.21
CAF administration fee	£5.13
Total to give away	£123.08

## Benefits of Give As You Earn

Contribution from salary	
before tax is deducted	£10.00
Actual cost to basic rate	
taxpayer (22%)	£7.80
Actual cost to higher rate	
taxpayer (40%)	£6.00
CAF administration fee	£0.40
Total to give away	£9.60

# Charts and tables

## Introduction

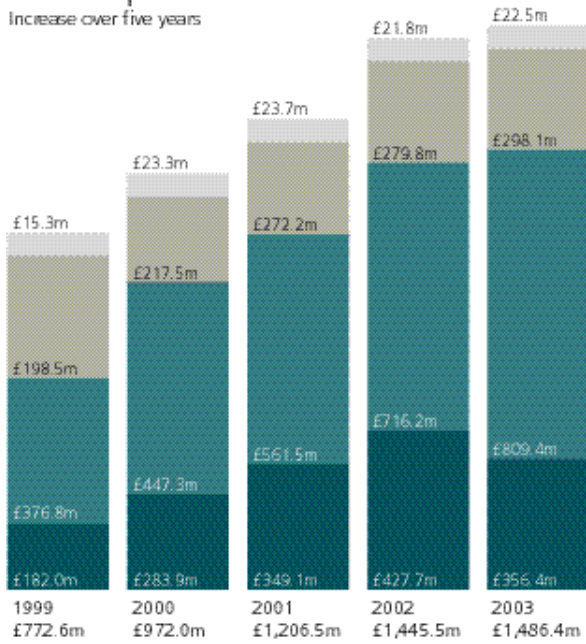
Charts and tables allow easy interpretation of complex data.

It is important to ensure that they always have a title, are legible and where values cannot be included in the chart itself, include a legend (key).

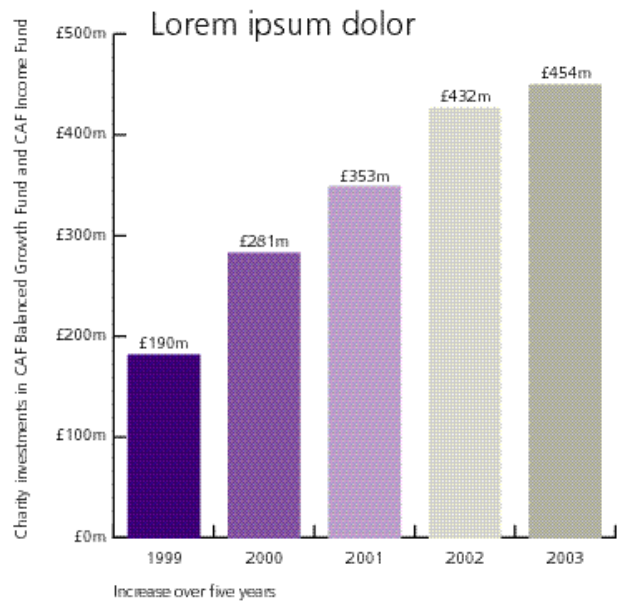
Charts and tables should always use colour palettes described in the section 'Colour'. You may use tints of the signature and accent colours when creating charts. For clarity, always ensure that tints are distinguishable from one another.

## Lorem ipsum dolor

Increase over five years



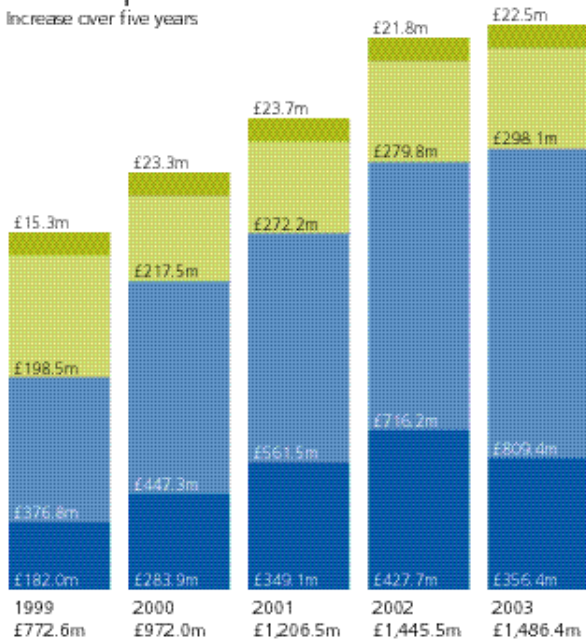
Example of graph using CAF corporate palette



Example of graph using CAF organisations palette

## Lorem ipsum dolor

Increase over five years



Example of graph using CAF individuals palette

## Lorem ipsum dolor

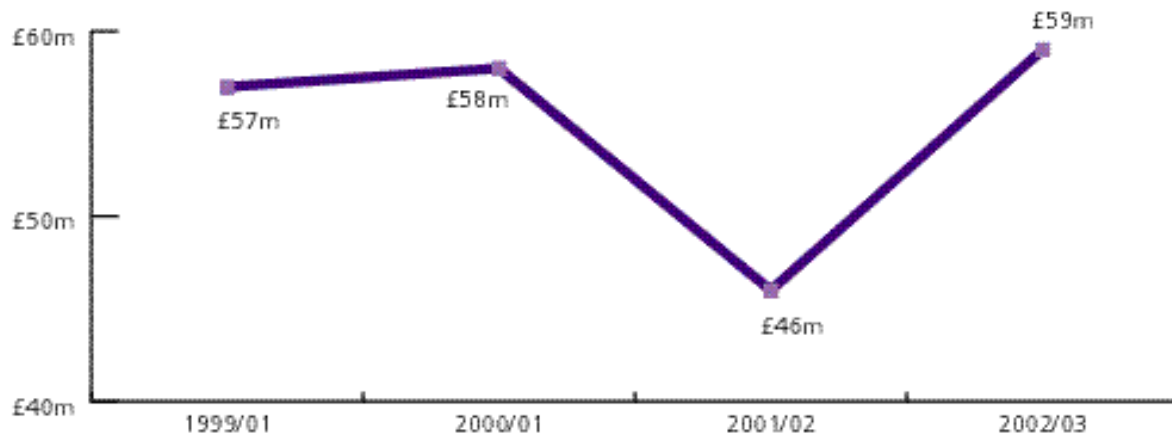
Money CAF distributed to charities from corporate donors



Example of graph using CAF corporate palette

## Lorem ipsum dolor

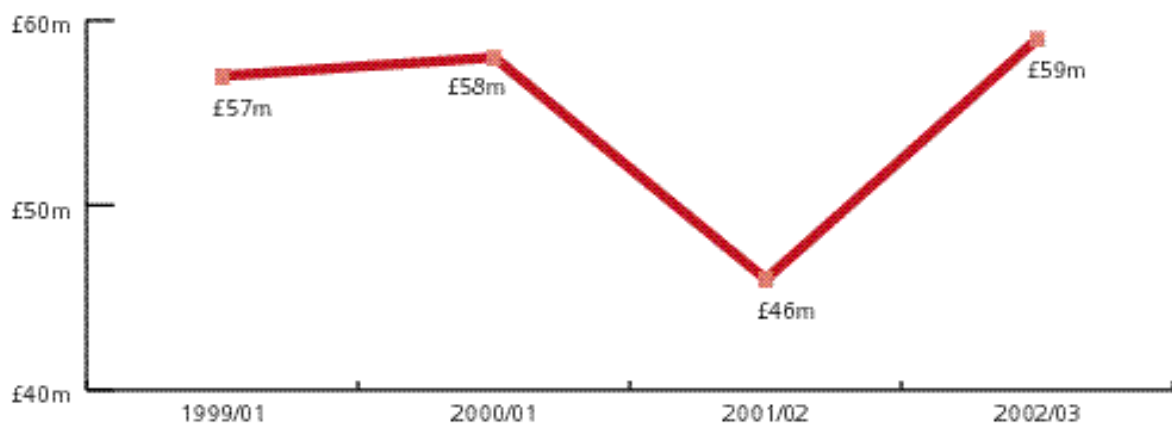
Money CAF distributed to charities from corporate donors



Example of graph using CAF organisations palette

## Lorem ipsum dolor

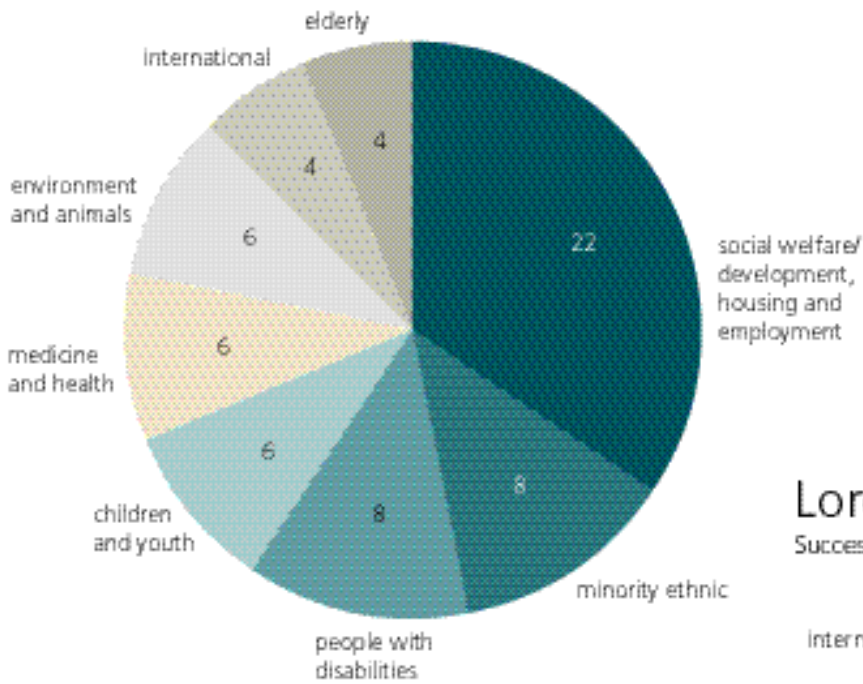
Money CAF distributed to charities from corporate donors



Example of graph using CAF individuals palette

# Lorem ipsum dolor

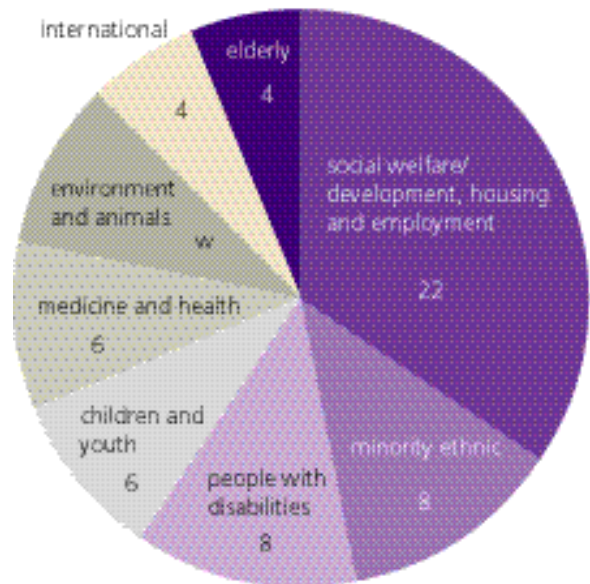
Successful applications by charity classification



Example of graph using CAF corporate palette

# Lorem ipsum dolor

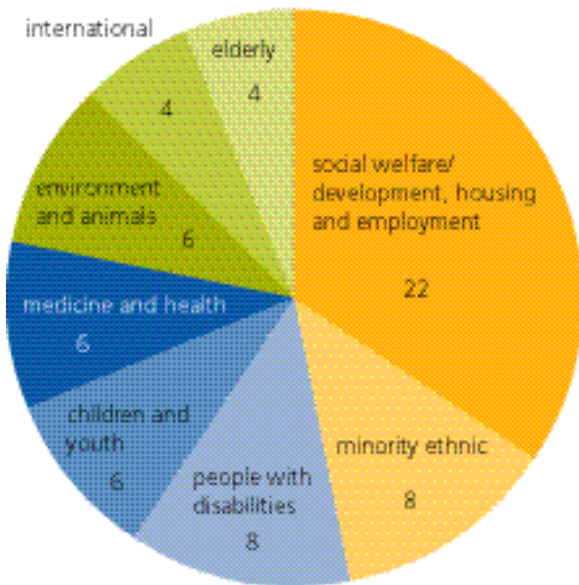
Successful applications by charity classification



Example of graph using CAF organisations palette

# Lorem ipsum dolor

Successful applications by charity classification



Example of graph using CAF individuals palette

# Tone of voice

Words and the way that we use them are as important as the visual elements of design in establishing and maintaining the CAF brand.

Communication is an art and we must ensure that we use words with care and consideration.

## Overall tone

In keeping with our approach, the words we use are positive, engaging and clear. We are direct and to the point in what we write and what we say. We look for the positive angle in all we write.

- ✗ Despite new legislation, corporate cash donations only managed to grow by 2%.
- ✓ Since the new law was enacted, corporate cash donations have grown by 2% – a small but significant increase.

## Simplicity

We use simple sentence structures. We use everyday words and avoid unnecessary words or jargon. We explain acronyms when necessary. We talk straight.

- ✗ In terms of the provision of administrative services to support charities, CAF reclaimed tax in 2003/04 of £8 million of other charities' fundraised income.
- ✓ CAF reclaimed over £8m of tax in 2003/04.

## Knowledgeable

We talk with authority. We show ourselves to be expert and knowledgeable. We offer insight, direction and forward thinking.

- ✗ CAF is an organisation which is mainly concerned with reclaiming tax on donations.
- ✓ CAF is the leading expert in effective giving.

## Building trust

We talk with reassurance and seek to inspire confidence. We don't overcomplicate things. We keep it simple. We make giving convenient, free of hassle and fuss. We take care of things – the money and the processes. As we work in two sensitive areas – finance and charity – establishing trust early on is vitally important.

- ✗ Charities based overseas may not be eligible for your donations. We will need to verify whether they have tax-privileged status before making a disbursement of tax-efficient funds.
- ✓ We check the status of international charities for you, making it easy for you to support projects in other countries.

## Consider our audiences

The tone of voice we use must be appropriate to the audience and support the messages that we want our recipients to take from our communications. For example our communications to individuals will be less formal and more personal than those addressed to other audiences.

- ✗ By reclaiming tax on donations made by individuals, CAF can increase their value by approximately 23%.
- ✓ We can help you make a bigger difference to the causes you really care about.



# Tone of voice

## Express our values

In all instances we must seek to establish our authority in the giving environment, play to our strengths and strive to stimulate the responses we want each audience to have with communications. See 'Audiences' in the introductory section.

We should always seek to reflect and present those factors that we believe characterise our brand personality and make us stand out in the giving marketplace. See 'Brand personality' in the introductory section of this brand book.

Words, expressions and themes promoting the five differentiating characteristics set out there – smart thinking, collaboration, courage, tenacity and fair mindedness – should be used wherever possible and appropriate.

We should constantly seek to engage our audiences – reassuring those already participating that they are 'doing the right thing' and challenging others to become involved. Our communications should always offer calls to action, making recipients want to opt in or question why they are not doing so already.

**X** CAF is a global organisation spanning five continents with lots of experience and thousands of customers who all use this service.

✓ This unique service will ensure all your donations are as effective as possible.

## Warmth

Most of all, we should express the passion and commitment that we feel towards the achievement of our vision of 'a world in which giving in a committed and effective way is a recognised part of everyday life.' Always remember we are a charity, not just a financial service provider.

**X** Your feedback has been officially acknowledged and we anticipate issuing a reply at our earliest possible convenience.

✓ Thank you. Your thoughts and opinions are important to us and we will contact you again soon.

## Universal rules

Who we are – while we refer to ourselves as CAF, the first mention should always be accompanied by Charities Aid Foundation in brackets (please see page 6 in this brand book).

CAF seeks to be personal and engaging and we should be presented as an organic entity – a collective of the people who make us what we are. Hence, while we refer to ourselves as CAF, we are not impersonal, and should always refer to what 'we' do, 'our' endeavours and the CAF 'team'.

We are never unduly formal or technical in our writing. Our contemporary business style uses clear, short sentences to keep our message sharp and crisp.

Jargon should be avoided. Where such use is unavoidable should always be placed in single quotation marks (eg 'jargon') and its meaning should be explained at the instance of first use.

Acronyms should always be explained and spelled out in full when first used.

Where essential descriptive copy is required, approved 'standard' copy is available from CAF's branding and compliance teams who can be contacted through [brandteam@cafonline.org](mailto:brandteam@cafonline.org)

# Terminology

01732 520 000

Style for six digit phone and fax numbers

020 7400 2300

Style for London phone and fax numbers

+44 (0)1732 520 000

International style for six digit phone and fax numbers

+44 (0)20 7400 2300

International style for London phone/fax numbers

Account

Upper case A when referring to the CAF product (the Account can be used to...) account Lower case a when referring to an individual's account (you can use your account to...)

adviser

Not advisor

AER

Acronym for Annual Equivalent Rate

BCAF

Acronym for Bulgarian CAF

bookkeeping

all one word

Bulgarian CAF

CAF's sister organisation in Bulgaria

CAFAmerica

CAF's sister organisation in the USA. All one word. This is the only instance where the country name is attached to the acronym.

CAF (Charities Aid Foundation)

CAF the acronym appears first outside parentheses and the full name appears second inside parentheses. After the first instance of this in a document, CAF is used alone. CAF is used in the singular thus, 'CAF is' not 'CAF are'

CAF Bank

Upper case 'B' except as part of email or web address when all lower case and no gap between words

CafCash

Upper case initial with upper case 'C' in the middle.

CafCash Account

Upper case initials

CAF Consultants

Two separate words

CAF Gold Account

Upper case initials

CAF Brussels Office

CAF's office in Brussels

CAF India

CAF's sister organisation in India

CAF Online

When using in a sentence to talk about the site (see [www.cafonline.org](http://www.cafonline.org))

CAF Russia

CAF's office in Russia

CAF Southern Africa

CAF's office in Southern Africa

COAA

Acronym for Charities' Online Accounts Awards

# Terminology

## CCI

Acronym for Corporate Community Investment

Charities' Online Accounts Awards or COAA  
award scheme organised by CAF

## Charity Account

Upper case initials

## CharityCard

One word. Upper case initial and upper case 'C'  
in the middle

## 'charity chequebook'

Refers to Charity Account voucher book and  
appears inside single quotes

## 'charity cheques'

Refers Charity Account vouchers and appears  
inside single quotes

## CharityNet

Upper case initial and upper case 'N' in the middle

## chequebook

All one word – does not appear in quotes when  
referring to CafCash chequebook

## Corporate Community Investment

Three words with upper case initials

## co-operate

Hyphenated

## co-ordinator

Hyphenated

## day to day

No hyphens required unless attributive (eg,  
'day-to-day working' rather than 'working from  
day to day')

## department

In full rather than contracted to dept.

Department and division names eg Marketing  
Department, Policy Unit have upper case initials

## eg

No stops after letters

## ebusiness

Has upper case initial when it begins a sentence

## echarity

Has upper case initial when it begins a sentence

## efundraising

Has upper case initial when referring to the CAF  
product or begins a sentence

## email

Has upper case initial when it begins a sentence  
or appears as a stand alone term eg, Email: Tel:  
Fax:

## fax

Short form of facsimile. Upper case initial when  
used as a stand alone term, eg, Tel: Fax: Email:

## Fund

Upper case F when referring to the CAF product  
(the Fund is managed by...)

## fundraiser

All one word

## fundraising

All one word

## Financial Services Authority

Always appears in full, never FSA

## Gift Aid

Two words with upper case initials

# Terminology

Give As You Earn

Always written in full, do not use acronym

government

Refers to any government

Government

Used when referring to a specific government in power

grantmaking

All one word

grantmaker

All one word

grantseeker

All one word

ie

No stops after letters

iIP

Acronym for Investor in People

Internet

Upper case initial

job titles

eg, Marketing Manager, Information Officer  
Upper case initials when referring to specific individuals; lower case when generic

long term

No hyphens required unless attributive then long-term (eg, 'long-term project' rather than 'in the long term')

Million

examples of correct use: five million people  
£5m

Mr

No stop after word

Mrs

No stop after word

NCVO

Acronym for National Council for Voluntary Organisations

NGO

Acronym for non-governmental organisation

not for profit

No hyphens required unless attributive (eg, 'not-for-profit organisation' rather than 'this organisation is not for profit')

number

In full rather than contracted to 'No'

numbers one to ten

Numbers of ten or less should usually be written in full (dependant on usage and type of document).

Number 11 onwards

Numbers of 11 or more can be abbreviated to digits unless they begin a sentence when they should appear in full

online

One word

payroll giving

use lower case initials

percent

One word

step by step

No hyphens required unless attributive (eg, 'step-by-step instructions' rather than 'taking it step by step')

Tailored Efundraising

Has upper case initials when referring to the CAF service

# Terminology

## tax efficient

No hyphens required unless attributive (eg, 'tax-efficient giving' rather than 'it is tax efficient')

## tax free

No hyphens required unless attributive (eg, 'tax-free donation' rather than 'it is tax free')

## taxman

All one word

## taxpayer

All one word

## Trust

Upper case initial when used with CAF to denote CAF's product or in a title of a trust eg, the John Smith Trust

## trust

Lower case initial when used as a general term

## Trustee

Upper case initial when referring to a specific trustee or group of trustees.

## trustee

Lower case initial when used as a general term

## up to date

No hyphens required unless attributive then 'up-to-date' (eg 'the up-to-date book' rather than ('the book is up to date')

## Venturesome

Capital V and small s. All one word

## website

Has upper case initial when it begins a sentence

World Wide Web

Upper case initials

## worldwide

All one word

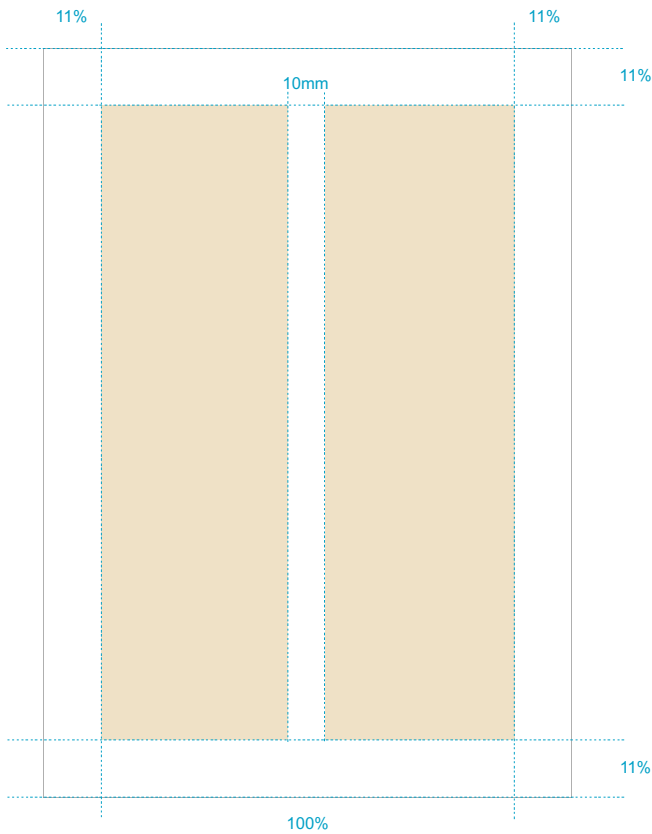
[www.cafonline.org](http://www.cafonline.org)

When writing the web address

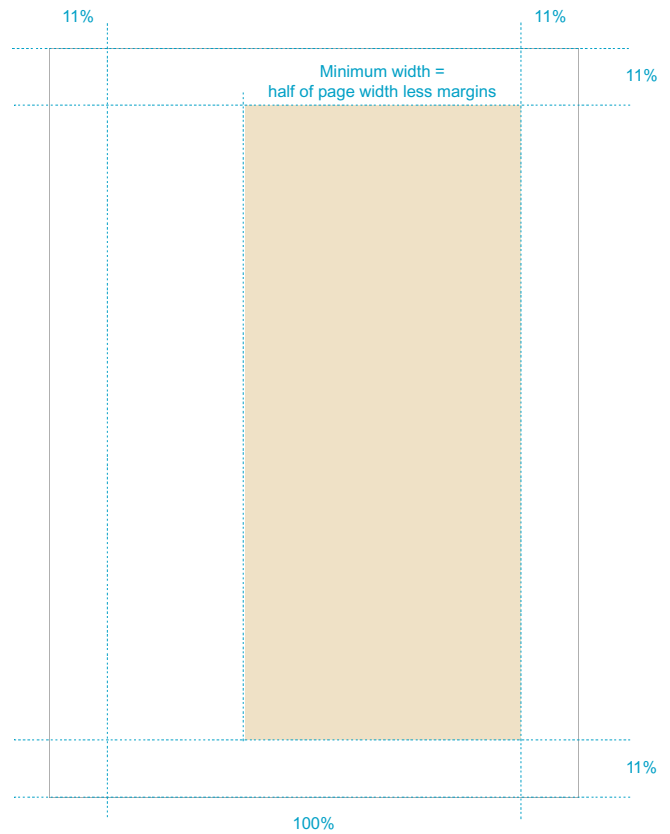


Literature	56
Back covers	57
front covers	58
Co-branding	60
On screen	61
Events	62
Stationery	63
Paper stock	64
Signage	65

# Applications



*Two column grid – the full width of the page (less margins) is utilised. The gutter width is always 10mm.*



*Single column grid – the text column may be positioned to the left or right of the page, but one edge must touch the 11% page margin. The width of the column is variable, but must be consistently applied throughout a document.*

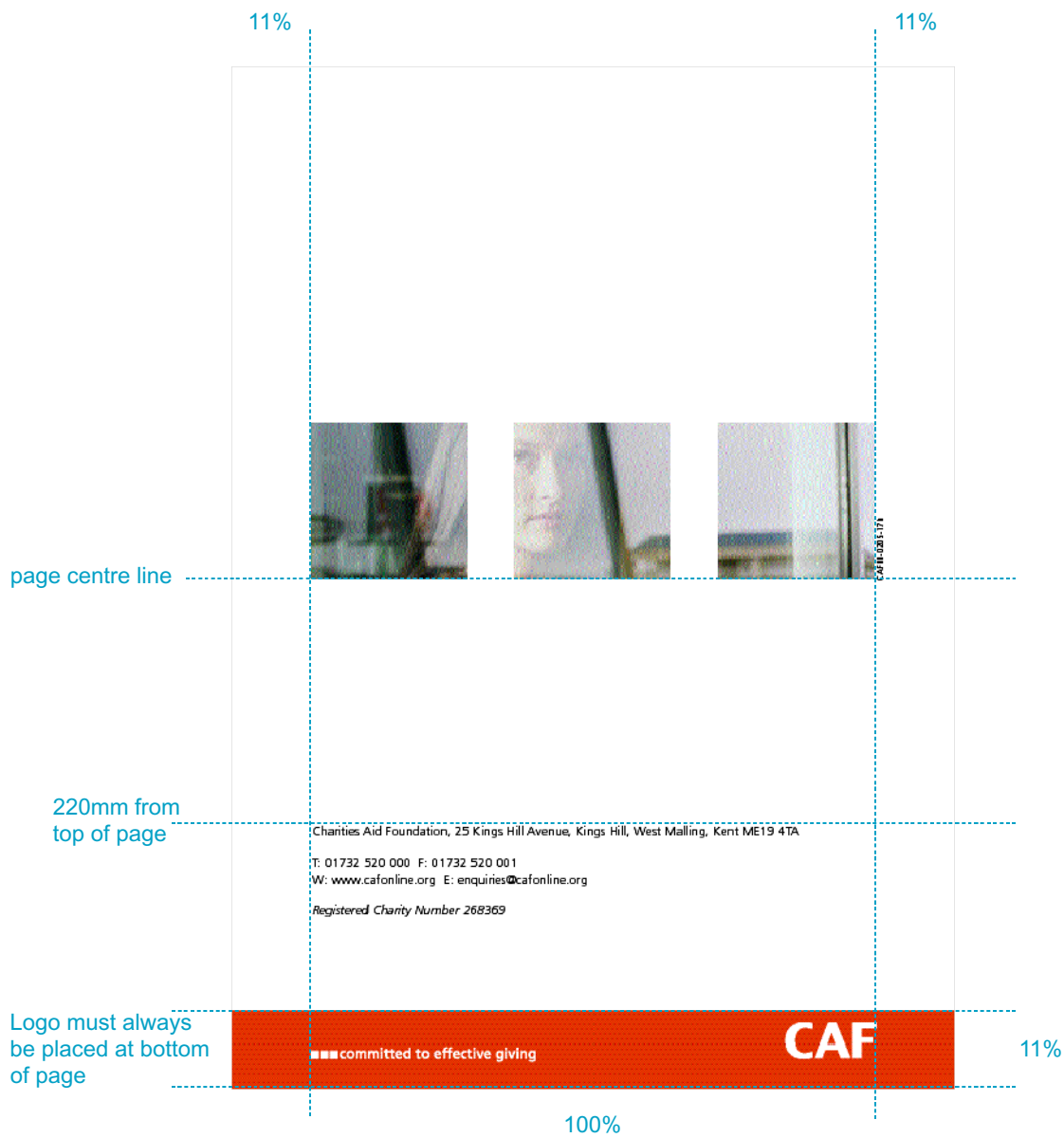
# Literature

## Page layout

CAF literature has two standard sizes – A4 portrait or A5 portrait.

For CAF corporate and organisations audiences the more formal two-column grid is preferred. For individuals and research papers a single column grid may be used. In any case, care must be taken to use one signature colour from the appropriate palette, in addition to the supporting accent colours.

For most collateral, including all solutions brochures, covers must use a full bleed photograph (see pages 57-59). No image is used on the cover of operational materials.



All percentages shown are relative to page width

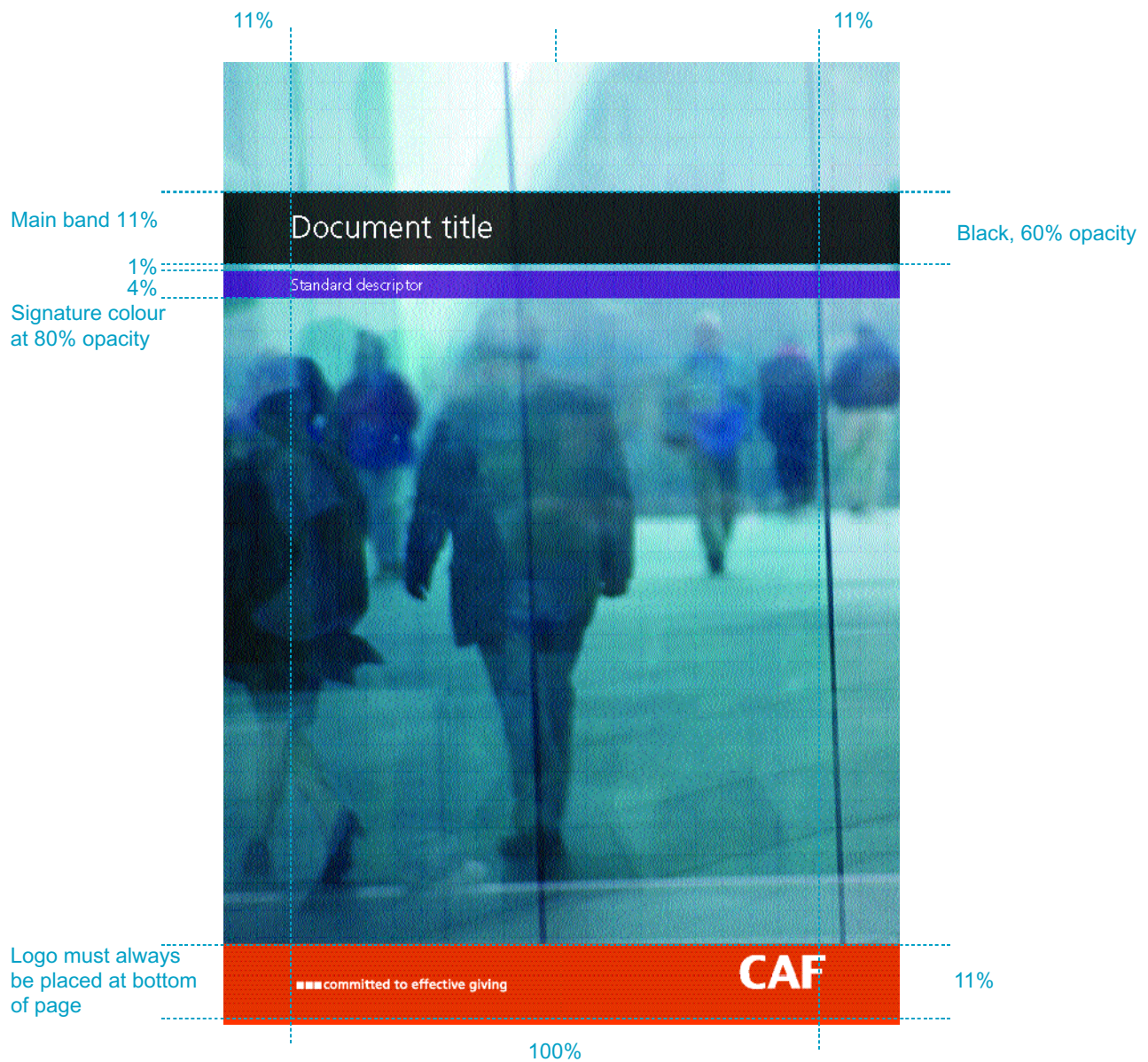
## Back covers

The example above shows the standard layout for CAF back covers for an A4 document.

The triblock image used must relate to the document subject if you do not choose to use the cover image to create this.

The position of all elements is fixed, and no other elements (with the exception of certain legal statements and disclaimers for financial brochures) may be included.

- Address, contact details  
*Frutiger 45 light 10.5pt/14pt, black*
- Registered Charity Number  
*Frutiger 46 light italic 10.5pt/14pt, black*
- Document version code  
*Frutiger 45 light 9pt, 44% black*



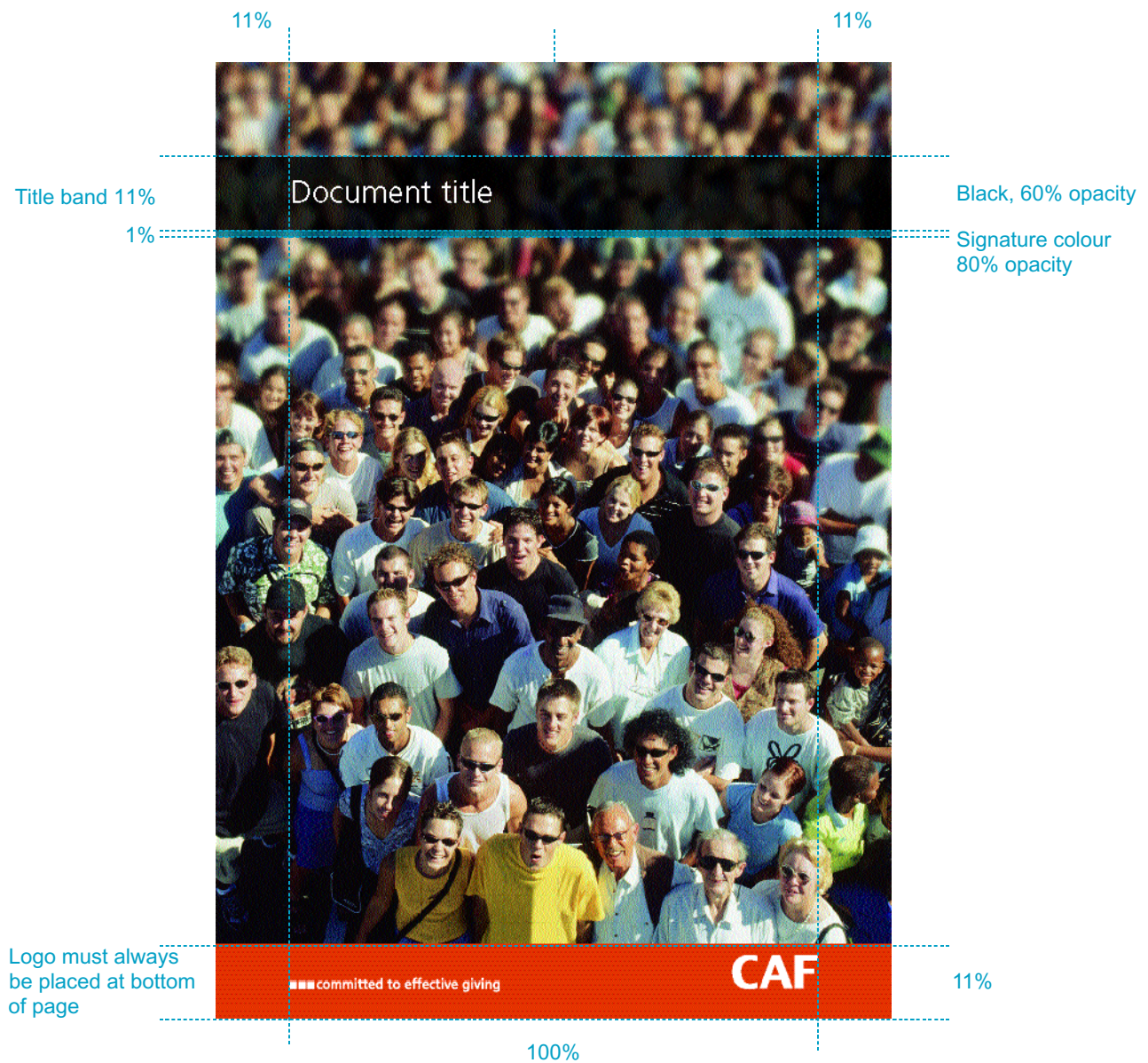
*All percentages shown are relative to page width*

## Front covers – solutions brochures

CAF solution brochure covers use a full bleed photograph, with the logo at the base of the page. There is always a main band which carries the title of the document. This is the same height as the logo, and is the full width of the page.

For solutions brochures, a signature colour band is positioned below this, and contains the standard descriptor. The colour of this band is the primary colour used within the document.

- **Title band**  
11% height, full width of page position vertically to suit image at least 11% from top of page
- **Signature colour band**  
4% height, full width of page, 1% below main band
- **Document title**  
Frutiger 45 light 28pt, centred vertically within title band. Observe 11% margins
- **Standard descriptor**  
Frutiger 45 light 14pt centred vertically within signature colour band. Observe 11% margins



*All percentages shown are relative to page width*

## Front covers – all other brochures

Most CAF brochure covers use a full bleed photograph, with the logo at the base of the page. Exceptions to this rule are solutions brochures (see page 58) which have a different specification, and user guides or leaflets which may not require a photograph or are to be printed in one or two colours only.

There is always a main band which carries the title of the document. This is the same height as the logo, and is the full width of the page.

For non-solutions brochures, a signature colour band is positioned directly below this, this is of the primary colour used within the document.

- **Title band**  
11% height, full width of page position vertically to suit image at least 11% from top of page
- **Signature colour band**  
1% height, full width of page, directly below main band
- **Document title**  
Frutiger 45 light 28pt, centred vertically within title band. Observe 11% margins

# CAF Annual Conference and Exhibition 2004



Conference and exhibition guide

supported by:



in association with:



■■■ committed to effective giving

**CAF**

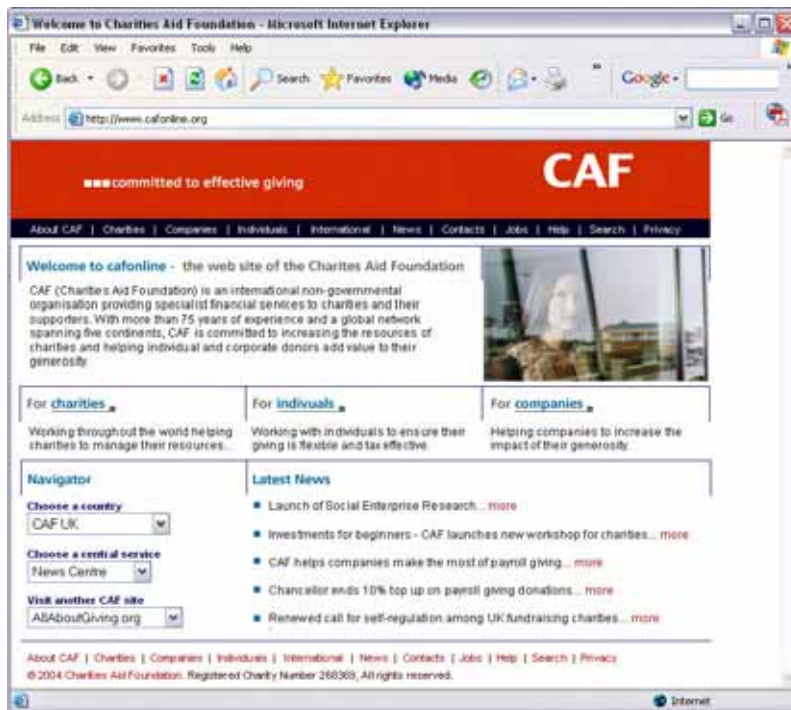
*Example of A4 cover where other organisations are sponsoring a CAF event.*

## Co-branding Introduction

Co-branding occurs when CAF is an equal or junior partner in a venture with another organisation.

In these instances, the CAF small logo should be used, and has a preferred position of bottom right on the page (but not bleeding off any edge), next to the other organisation's logo.

When other organisations are sponsoring a CAF event, the standard logo must be used wherever possible.



## On screen Overview

### Web and intranet

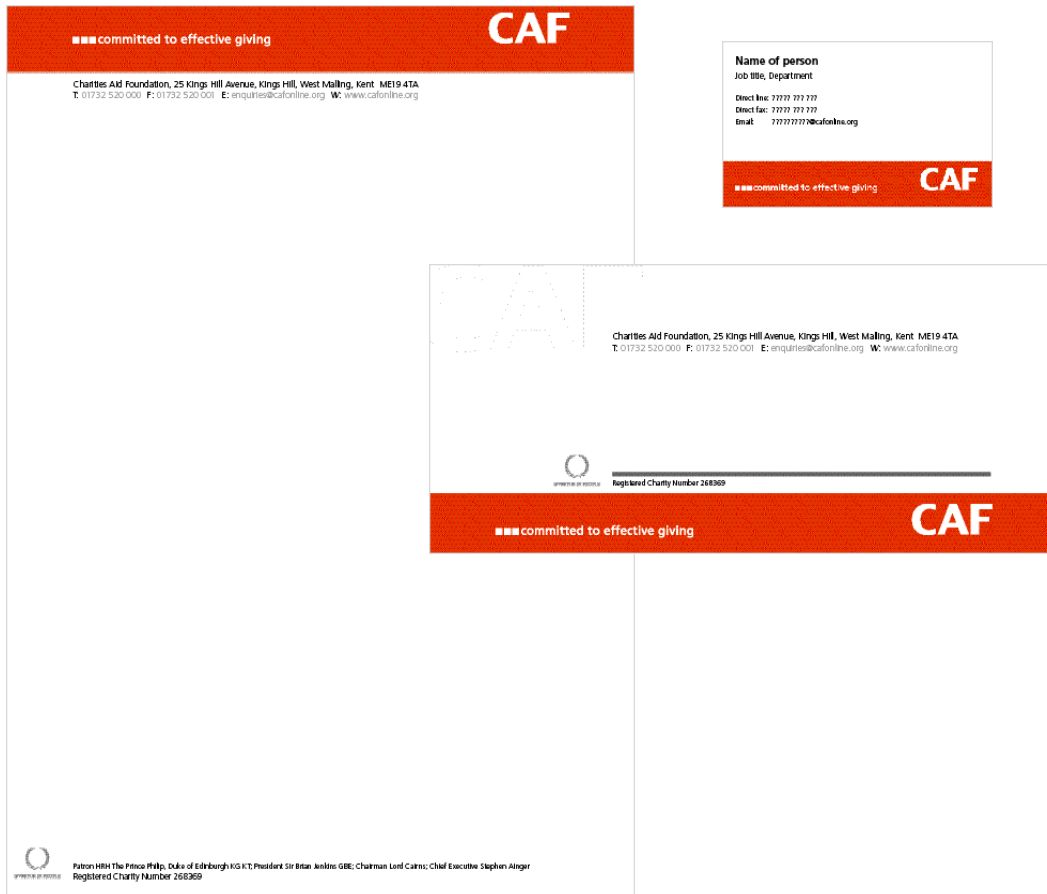
For CAF web sites, the standard logo must appear at the top of the page. CAF Terracotta may not be used anywhere else.

### Powerpoint

There is a standard CAF Powerpoint template which can be obtained from the CAF brand team. This must not be altered in any way, including the addition of background graphics and other non-standard elements such as clip-art.

### Television, DVD, video

Care should be taken to ensure that the RGB version of the logo is used, and that it retains its original aspect ratio – this is particularly relevant to broadcasts in widescreen (16:9 or 14:9 versus 4:3).



# Stationery

## Examples

CAF stationery uses the corporate palette. Artwork templates are available from the CAF brand team. Stationery should not be produced without reference to these templates and the team.

The CAF letterhead is the only instance of the logo appearing at the top of the page.

... committed to effective giving

**CAF**  
AMERICA



CAF America provides solutions for international giving  
[www.cafonline.org](http://www.cafonline.org)

Our client portfolio  
 includes services for:

- individuals
- companies
- social enterprises
- government organisations

International giving  
 • international giving  
 • international trusts  
 • payroll giving  
 • volunteer awards  
 • CAF America Charitable Fund for Social Change

The CAF international network spans 20 countries. We are working to increase helping hands from the UK, Europe, Turkey, Asia, Mexico, Central America, the Middle East.

Most are committed to working with groups of people in order to reach a sustainable local social sector.

[www.cafonline.org](http://www.cafonline.org)

... committed to effective giving

**CAF**



Services for companies

- support for charitable giving programmes
  - international and UK donations
  - matched giving
  - trust management
- employee and customer engagement
  - fundraising
  - volunteer awards
  - payroll giving

contact us on 020 7400 2300

... committed to effective giving

**CAF**



working for a world in which giving in a committed and effective way is a recognised part of everyday life

[www.cafonline.org](http://www.cafonline.org)

... committed to effective giving

**CAF**



- for individuals a single point of contact for all your charitable giving
- for companies support to achieve your community goals
- for charities professional financial and support services

[www.cafonline.org](http://www.cafonline.org)

# Events Overview

# Paper stock

The standard stationery stock for all CAF materials is 'Crusade White Offset' – Southern Paper Company.

Marketing collateral is printed on Character Express – Robert Horne Group, except for where a large sheet is required when 'Taffeta Ivory' – Southern Paper Company, is used. No other paper stock is allowed.



# Signage

## Overview

When reproducing the logo, wherever possible the standard CAF logo must be used in colour. Care should be taken to achieve the closest possible match to 'CAF Terracotta'.

If space does not allow for the standard logo to be used, the CAF small logo must be used. The minimum size logo is not allowed for signage.

For information (for instance, directions, labelling) signage, the standard CAF typeface Frutiger 45 light must be used in the appropriate signature colour.



# Glossary

# Glossary

## Artwork

A digital image usually created in a computer application such as QuarkXpress or Adobe InDesign from which film separations are made in order to create printing plates.

## Baseline

The line created by the lower edge of the upper case letters in a line of type.

## Bleed

Extension of an image or graphic over the cropped area of the page to ensure that when the page is cropped the image reaches the edge.

## Brandmark

The letterform of CAF that is one element of the CAF logo.

## CAF

The acronym for Charities Aid Foundation. Pronounced 'see-ay-eff'. Never pronounced 'kaff'.

## CAF logo

The graphic element and trademark that represents the Charities Aid Foundation. It consists of the brandmark, strapline including triblock graphic and the enclosing block graphic.

## CAF Terracotta

The colour of the CAF logo. This is a special ink when printing in spot colour, and the name for the four colour process breakdown used to create the colour when printing in CMYK. See the colour section of the brand book.

## Cap height

The height of an upper case letter in a line of type.

## Clear space

An area that must surround a graphic element and remain free of any other graphic elements. This space must also be maintained between the graphic element and the edge of any surface. See the exclusion zone section of the brand book.

## Colour swatches

Approved samples of the CAF Terracotta colour used to match inks, paints and other media. Details of how to obtain colour swatches are provided in the colour section of this brand book.

## Copyright

Copyright gives the person who holds it the right to control the exploitation of the work in which the right subsists. It is important to understand that when produced by a third-party the copyright relating to text, design, photography and to electronic formats such as web design and databases is held by its originators unless expressly otherwise agreed. It is therefore recommended that the originator's copyright is 'bought out in totality' when any piece of such work is commissioned so that it might be freely available for use by CAF.

## Cromalin® proof

Dry proofing process using four colour separated film to create an accurate representation of a page prior to printing.

## Crop

Final dimension of printed document. Denoted on artwork by crop marks, used as a guide to trim the document.

## Crop marks

Non-printing marks used as a guide to trim the document.

## Digital Proof

Computer printout using identical calculations as those for creating film separations, therefore avoiding the requirement for film separations to be made, until the proof is approved.

## Ellipsis

A mark or series of marks (...) used in writing or printing to indicate an omission, especially of letters or words.

# Glossary

## En-dash

A symbol ( - ) used in writing and printing to indicate a break in thought or sentence structure, to introduce a phrase added for emphasis, definition, or explanation, or to separate two clauses. So called because it is the width of the letter n in the font.

## Four-colour process (also referred to as CMYK or full colour)

Full colour reproduction achieved by separating the selected colours into screen values of cyan, magenta, yellow and black and printing them in combination.

## Graduation

For artwork this is normally taken to refer to a colour blending to a different shade of the same or another colour.

## Hex

Six figure value used to describe a unique colour for most online applications.

## Hyphen

A symbol ( - ) used in writing or printing to connect continuing or inclusive numbers or to connect elements of a compound adjective when either of the elements is an open compound.

## Kerning

The adjustment of space between pairs of characters in typesetting.

## Keyline

A line used to define colour areas in reproduction artwork.

## Layout

An arrangement of graphic elements on a page or other surface.

## Letterforms

The precise form of letters, especially creating the brandmark and strapline within the CAF logo.

## Letterspacing

The space between letters in typeset copy.

## Orphan

A line of type beginning a new paragraph at the bottom of a column or page.

## Positive

Reproduction of a dark image on a white or lighter coloured background. The opposite is 'reverse'.

## Registration mark

A mark used to indicate that words or graphics are registered as a trademark (or service mark in the US). The registration mark is the letter R contained in a circle ®. Contact the CAF brand team if further clarification regarding use in specific countries is required.

## Resolution

As in high resolution, low resolution. Normally described in dots or pixels per inch (dpi, ppi). Low (screen) resolution images are normally 72dpi, medium (suitable for computer printers) are around 150dpi, and high resolution images are 300dpi if they are at the final size to be printed.

## Reverse

Reproduction of a light image on a black or darker coloured background. The opposite is 'positive'.

## RGB

Red, Green, Blue. The three colours of light which can be mixed to produce any other colour. Coloured images are often stored as a sequence of RGB triplets. These colours correspond to the three 'guns' in a colour cathode ray tube (ie on your TV screen or monitor) and to the colour receptors in the human eye. Values for each colour from 0-255 are used to describe a single unique colour.

# Glossary

## Screen

A printing device that produces fine dots of a colour. A screen may be used to alter the intensity of a solid colour. For example, a 25% screen of black simulates a light grey.

## Spot colour

Printing using special inks, usually described by Pantone reference to achieve exact colour matching.

## Stroke

An element of a letter that would normally be drawn in one movement. For example, the letter M consists of four strokes. Stroke can also be the outline of a box or a font character.

## Supporting typography

The typefaces or fonts selected for use in all CAF material. They are Frutiger 45 light, Frutiger 46 light italic, Frutiger 65 bold and Arial regular.

## Strapline

A sentence or phrase used in promotional materials. Also known as taglines, eg 'committed to effective giving'

## Terracotta

See 'CAF Terracotta'.

## Transparency

The colour positive photographic image which can be scanned at high resolution to generate high quality artwork.

## Triblock graphic

A precise, graphic element consisting of three squares set a certain distance apart. Used in the CAF logo next to the CAF strapline, and as a graphic element within page layouts.

## Uncoated stock

Paper that has not been coated. The surface is matte and has texture. Stationery is typically printed on uncoated stock. See the paper quality section of the brand book.

## Widow

A single, usually short line of type, as one ending a paragraph, carried over to the top of the next page or column.





# Contacts

# Contact

The CAF brand team

Address: Charities Aid Foundation  
25 Kings Hill Avenue  
Kings Hill  
West Malling  
Kent  
ME19 4TA

Telephone: 01732 520 067

Email: [brandteam@cafonline.org](mailto:brandteam@cafonline.org)

You can download the logos at  
[www.cafonline.org/brandbook](http://www.cafonline.org/brandbook)

# Copyright

© 2005 Charities Aid Foundation

# About CAF

CAF is the not-for-profit organisation which is committed to effective giving, providing a range of specialist services to donors, companies and charities in the UK and internationally.

Our aim is to increase both the level and impact of giving and we strive to achieve this through all our activities, including working as an advocate for the charitable sector.

## For individuals

we have created a range of ways to make giving to charity simple and tax-efficient

## For companies

we offer solutions to facilitate engagement with their communities

## For charities

we have a variety of financial services to help make more of what's given

## For individuals, companies and charities

we work with government and partners to create a positive legal, tax and funding environment



CAFBB-0205-17K

Charities Aid Foundation, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent ME19 4TA

T: 01732 520 000 F: 01732 520 001

W: [www.cafonline.org](http://www.cafonline.org) E: [enquiries@cafonline.org](mailto:enquiries@cafonline.org)

*Registered Charity Number 268369*