



# THE FUTURE IS EQUAL

OXFAM GLOBAL  
BRAND IDENTITY  
UPDATED July 2021



OXFAM

## The need for a consistent brand

*Weaving a single brand story through all our communications can make us much more effective. Oxfam's new organizational and brand strategy offer a unique opportunity for clarifying what we stand for and set the case for partnership and support.*

*In many markets, audiences struggle to understand what Oxfam stands for. There is a gap between how we see ourselves and how our audiences see us.*

*Supporters who sign up on the street for a water project also receive an e-mail about our work on ending violence against women and girls. In some countries we are mostly known for our work on ending hunger. In other places we partner with others to strengthen civic space. All these issues are important. And interrelated, but we often forget to tell how.*

*We need to get much better in telling our story. Because it's not a single issue, but the set of expectations, memories and relationships that, taken together, account for a person's decision to choose us over any other cause, at any moment.*

*A consistent brand is needed, a single, powerful unifying story that defines us for those who support us and partner with us now or in the future, that establishes our 'reason to believe'. Not too intellectual. We want to inspire our audiences and give them reason to support us and our goals.*

### Strategy and Brand

*The role of brand is to inspire, to entice, and to build associations that might not be as present today. The brand does not overtake the Oxfam Global Strategic Framework, nor rewrite it. Instead, we need to draw people closer to that strategy.*

*This Brand Book includes our **global brand positioning, proposition, creative route and tone of voice.***

*These are the core elements of Oxfam's Global Identity - the strategic brand framework which all Oxfam's internal and external communications will have to align to, with room to adapt to specific audiences and markets, subject to building on the core elements.*

# OUR BRAND



# BRAND & MESSAGE GUIDE

## Brand position

*Oxfam is associated with alleviating poverty and fighting inequality. We want to build on that, as it's what we exist to do. However, it has left audiences unclear how these issues are related and what Oxfam stands for, in a way that it is more distinctive, positive and relevant from their point of view.*

*By evolving the brand to focus more on Equality, we want to clarify our position. Equality is our vision for the brand on how we see ending poverty and injustice. It represents a single, powerful unifying position, one that differentiates us, defining what we believe in. Equality positions us as a brand that has a vision for a better future.*

### POVERTY AND INJUSTICE

*Are the problems we exist to address.*

*But on their own don't speak to everything we believe in and what resonates with audiences.*

### INEQUALITY

*The root cause we are fighting.*

*But does it speak to where we're heading and what we stand for?*

### EQUALITY

*Our positive vision for equal rights and opportunities for all.*

*A clear and focused position that can easily be used in multiple ways.*

## Brand proposition

OUR ISSUE AND  
OUR WHAT

*For anyone who refuses to accept a world of poverty and unfair treatment\*, Oxfam stands with you in tackling the key root cause: inequality.*

OUR OFFER AND  
OUR HOW

*Partner with us, our millions of supporters and all the people we work with, to offer life-saving support to those who need it today, and to create long term change for a more equal future.*

OUR CALL TO  
ACTION AND  
OUR WHY

*Together, let's demand equal rights and equal opportunities so that everyone has a chance to thrive, and not just survive.*

Please note: We use 'American English' for all official English language communications.

### Brand Proposition

*Building on our positioning for equality, this clarifies our what, how, and why. It is an internal statement of our offer to the world. It can be used as a basis for developing more concrete propositions for specific audiences and stakeholders.*

*\*Due to class, caste, age, disability, race, ethnicity, religion, education, geography, gender and sexual orientation*

## Creative route

### The problem

*For too long, inequality has led to poverty and injustice.*

### The promise

*We must do more for each other and our future generations.*

### The solution

*Together with millions of people, we work tirelessly to save and improve the lives of people all around the world today. Tomorrow, a radically better world is within our grasp if we support people to have a say in the decisions that affect their lives and tackle systemic inequality that keeps them locked in poverty and injustice. Only then we can ensure everyone has an equal opportunity to thrive and not just survive.*

### The call to action:

*Together, we can all shape the future. It starts now with one idea, one act, one donation, one voice - it starts with you.*

### The brand vision:

*An equal future.*

### Global Strapline (English):

*The future is equal*

### This expresses:

- *A demand for the future that requires action today*
- *The vision for the brand and belief about equality: equal rights and equal opportunities for people - in all their diversity*
- *That inequality is a key root cause of poverty and injustice*
- *That we, all of us together, have the power to change things*
- *That change starts now. It is urgent. We will settle for nothing less.*
- *We offer both short- and long-term solutions*

### Audience insight:

*A better future is possible. We can end poverty and injustice if we fight for equality.*

## The global strapline

*This strapline is a distillation and articulation of our brand position and our positive vision of ending poverty and injustice. **The future is equal** is a rallying cry and a demand, that calls for equal rights and equal opportunities for all people, in all their diversity.*

### How and when it should or could be used

- Underneath or alongside Oxfam logo
- In the website header or footer
- In an email, newsletter, DM footer
- As the final sentence in a body of longer copy (e.g. *The future is clean water for everyone. The future is equal.*)
- In a social post headline or description

### How and when it should not be used

- As a single line on creative without any supporting text
- In the title or header of a donation page
- As a campaign name

*The global strapline is for everyone to use. In particular, in non-affiliate and non-country specific communications, when we are just Oxfam. It is not mandatory for specific affiliates or countries in their national communications with their bespoke audiences.*

### English:

**The future is equal**

### French:

**Pour un avenir à  
égalité**

### Spanish:

**La igualdad es el  
futuro**

### How we write it

*The strapline is always written in sentence case. The one exception is when using a display typeface lacking lower case characters, all caps can be used. There is no full stop.*



## Global strapline transcreation

*The global strapline, like any copyline, is transcreated and not simply translated. We use transcreation to modify a message into another language, while keeping its intent, tone, context and flow largely unbroken.*

### When transcreating this strapline for your affiliate or country you must:

- *Retain some mention of the 'Future'. This is about being forward-looking and vision oriented.*
- *Retain some mention of 'Equality'. This is our differentiator and defines our key purpose.*
- *Keep it short, memorable and snappy*

### When transcreating this strapline for your affiliate or country you should not:

- *Replace the concept of equal or equality with something else such as justice or self-sufficiency*
- *Remove or replace the mention of the 'Future'.*
- *Exceed more than 5 words.*

Global French strapline:

**Pour un avenir à  
égalité**

Global Spanish strapline:

**La igualdad es el  
futuro**

## Tone of voice & personality

*When writing, designing or otherwise creating for Oxfam, it's important to remember what we should strive to look, feel, and sound like.*

### *Our brand is unapologetic.*

*We acknowledge hard truths.*

*We look injustice squarely in the eye.*

*We reject the status quo and hold truth to power.*

*We speak with authority about inequality and the systemic forms of oppression that hold people back from living full and dignified lives. We are unrelenting and unapologetic in our fight against these systems that keep people locked in poverty and injustice.*

### *Our brand is passionate.*

*We act with urgency and conviction.*

*We demand long-term sustainable change.*

*We believe in the power and potential of people.*

*We speak with passion as we strive to support a movement which enables ordinary people to drive extraordinary change. We believe that change is urgently needed. And that change starts with you, your passion, your conviction, your belief in a better future.*

### *Our brand is energized.*

*We have a clear and optimistic vision for the future.*

*We proactively seek solutions and do not give up.*

*We convert collective energy and courage into action.*

*We speak with energy and optimism. We are not defeatist and do not get deterred. We know that if we all use collective power and courage, we can build an equal future for ourselves and generations to come.*

## How to use the global brand?

*The goal is to weave a single, compelling story through all of work and communications. The power will be in the passion that we have for what we do, in truly understanding our audiences, and on how we engage them - not just on a single issue, but on what we stand for.*

- *What's essential is that every communication makes a clear link to our story: **act today for a more equal tomorrow, so everyone can thrive, not just survive.***
- *Please use the examples in this Brand Book to take inspiration how this can be done also in your context. Have a look how the brand story, tone of voice and visual identity are brought to life. But be aware, this product comes without batteries. Please add everything you know about your audience.*
- *The global Brand and Message guide applies directly to all work and communications, which is not specific to the audiences of specific affiliates, regions or countries, or where we present ourselves as Oxfam.*
- *Note that we have one global visual identity. The Graphic Visual guide in this Brand Book is binding for all Oxfam branded work and communications from across the confederation.*
- *Countries, regions and affiliates can adapt the Brand and Message guide in this Brand Book to their specific audiences and markets, subject to building on the core elements which include our global brand positioning, proposition, creative route and tone of voice. Each part of Oxfam is expected to keep aligned to these core elements and not to change the focus.*
- *To manage the right balance between flexibility and consistency globally, when adapting the Oxfam brand framework, it is agreed that affiliates, regions and countries will require sign-off from the [Ol Head of Brand and Communications](#).*

# OUR STORY

## Oxfam in a sentence – Oxfam in a word (or two)

### In a sentence

*We fight inequality to end poverty and injustice – now and for the long term. Join us today to create a future where everyone has an equal opportunity to thrive and not just survive.*

### Our keywords

*More equal future*

### In a few words

*Oxfam, the organization for a more equal future*

## Oxfam in a paragraph

*We fight inequality to end poverty and injustice – now and for the long term. Join a movement of millions of people to support communities to build better livelihoods, grow resilience and protect lives especially in times of crisis. Join us also to tackle the root causes, as years of bad policy have benefitted the privileged and kept others locked in poverty and injustice. So, we act, donate and campaign together to create change that lasts – because everyone deserves a future of equal opportunity to thrive and not just survive. Change starts now, it starts with you. The future is equal.*

## Why, how and what

*Millions of people worldwide are mobilizing for a more equal world. They are connecting across borders in solidarity and creating a momentum that can no longer be ignored. They are the changemakers who will win the fight against inequality. They are the ones who will beat poverty and injustice. We stand with them.*

### Why we're here

*How will we remember what we began today? This can be the moment in which we made our world safer, healthier, truly sustainable. More equal. A world in which we made our air and water clean, we all went to work in dignified jobs, free to raise our voices against what discriminates and divides us.*

*Yet, this is far from our reality. Inequality is tearing us apart. It is fracturing our economies, our planet, our communities.*

*But a different world is possible. It is our choice. To make our world equal. To tackle not the symptoms but the system. To stand together against poverty and injustice.*

### How we work

*We believe all lives are equal. No-one should be discriminated against or live-in poverty. We want a world in which everyone can safely speak truth to power, claim their human rights, and build a better future for themselves.*

*We offer direct support to people and communities living with poverty, above all in countries in the global South. We seek to add value to the work of our partners and of all those who challenge discrimination, exclusion and exploitation.*

*But for change to be sustainable, it must be systemic. To contribute to change that lasts, we mobilize to transform the systems, policies and practices that have the most significant impact on people's lives.*

### What we do

*We fight inequality to end poverty and injustice.*

*We advocate for just and fairer economies. We strive for gender justice and for the rights of women and girls in all their diversity. We fight for climate justice and create safe spaces that allow people to hold the powerful into account. Rooted in communities, we tackle the causes and consequences of disaster and conflict.*

*Join us today for better tomorrow.*

### The future is equal

# Messaging framework

The messages in this framework are examples and will continually be evolving

## The Future is Equal.

Brand	We fight inequality to end poverty and injustice - now and for the long term. Join us today to create a future where everyone has an equal opportunity to thrive.				
Pillar	Public Fundraising	Development / Programs	Humanitarian	Advocacy and Campaigning	Institutional funding
Themes	Helping others Changing the future Being part of change	Long term change Real stories Impact now and for tomorrow	Helping in crises Saving lives Building resiliency	Shifting power Truth to power Taking action	Partnership Delivering on SDG's Adding value to donor goals
Example copy	<p><i>Join the movement to create a more equal future for farmers like Luis. If you believe that everyone should have the opportunity to thrive, not just survive, donate today.</i></p> <p><i>Future generations will bear witness to your impact. Join this movement, fueled by people using their collective power to strive for a more equal future. Donate now.</i></p> <p><i>When you donate, that is an act of solidarity, not just charity. Solidarity with families like Kashvi's who face poverty, discrimination and exclusion everyday. Your help could be their lifeline. Act now.</i></p>	<p><i>Are you looking for hope? Then look at Nour Kassab, who is delivering hygiene sessions to primary school children in Syria. These children then help change behaviours in their community. And your donation makes this happen, ensuring Nour and many other volunteers can help shape a future of hope. A future of equality.</i></p> <p><i>The story of the future is being written right now—and remarkably, it's not being written by greed and inequality. It's being written by people like Hawa in Pakistan. Gender injustice plagues our planet. But Hawa believe the solutions to some of the world's most complex issues can be solved through our local communities. Her work will impact generations to come. She's helping to shape a future of hope. A future of equality.</i></p>	<p><i>Our movement for a more equal future is powered by millions of supporters like you, who work tirelessly to save and improve the lives of people all around the world today. With your support we can continue to help at-risk communities plan for, withstand, and recover from crises.</i></p> <p><i>The people of Yemen are being starved by war, denied clean water, and burdened with poverty. More funds, more volunteers and more allies. Not just for the urgency of today, but to build a better future. A future of resilience, self sufficiency and equality.</i></p> <p><i>When a crisis hits, it's the vulnerable and marginalised who get hit the worst. With thousands of partners, Oxfam works to help people take back control over their lives and achieve resilience in the long term.</i></p>	<p><i>If you refuse to accept poverty and injustice, stand with us in the fight against the key root cause: inequality. Take action. Join our movement of trail-blazers fighting on the side of equal rights, risk-takers speaking truth to power.</i></p> <p><i>Oxfam exists to help people take back control over their lives and achieve self-sufficiency in the long term. When we are led by courage, urgency and conviction, ordinary people can drive extraordinary change.</i></p> <p><i>It's time we harnessed our collective power to demand a more equal world for us all. A radically better world is within our grasp if we act now, and ensure that people have a say in the decisions that affect their lives.</i></p>	<p><i>In the past year, Oxfam has reached xxx million people in xx countries. From small farming cooperatives to large multinationals, our passion for change has been matched and amplified by our xxx partner agencies and organizations, who strive every day to build a more equal future.</i></p> <p><i>Decades of experience has shown us that we cannot do this alone. By pooling our expertise and resources, we can achieve much more than we ever could on our own. Each partnership is rooted in a common cause: a demand a better future. A future where a full and dignified life is not just for the privileged few - but a right for all of humanity.</i></p>



## Examples of general messaging

### Brand

*Enough is enough. For too long, power has been concentrated into the hands of the few. And the result is poverty and injustice. But when we support people to have power over their own lives, everyone benefits, not just the few. That's not just a powerful idea, that's a future worth fighting for. A future of equality.*

*At Oxfam, we see the world as it is, look it squarely in the eye, and demand it be better. We are a global movement of millions of people who are fighting inequality to end poverty and injustice. We understand that the future doesn't just happen — it's ours to shape today.  
The future is equal*

*A full and dignified life is not just for the privileged few - it is a right for all of humanity. All of us can shape the future and make this happen - if we help those in crisis, develop real solutions to end poverty and injustice, and shift power back to people.  
The future is equal*

### Fundraising

*Here's what we know. If you're in poverty, you're more affected by climate change. If you're a woman, you face more barriers to succeed. If you are reading this, you have a choice to make: Be part of the problem or be part of the solution. It takes just one act: donate, volunteer or partner with us today to create a more equal future.*

*Alizeta is a farmer in the village of Louda. She is 55 years old, widow and mother of 8 children. Due to climate change yields have become increasingly low, the seasons are gradually shifting, there is less and less rain, and the dry season is longer and more intense.*

*Climate change is robbing people of their ability to sustain themselves and their families. We have no choice but to act today. Donate now to people like Alizeta to learn market gardening techniques to diversify her crop yield.*

### Campaigns

*The future is everybody having enough to eat  
The future is equal*

*The future is none of us being discriminated against because of our gender  
The future is equal*

*The future is clean water for everyone, especially in a pandemic  
The future is equal*



# GRAPHIC VISUAL GUIDE

## Our visual identity elements

*The following pages provide direction on the graphical language of the new Oxfam global narrative, a guide on multiple brand touchpoints including photography, videos, publications, web and social media content, and other public-facing materials.*

*A consistent visual identity makes us much more effective externally. With a single global identity, we have more impact. We speak as one. And we win much wider support as a truly global brand. It also makes us much more efficient internally. And it means we can share materials, ideas, tools and templates across all Oxfam affiliates, countries and regions.*

*These guidelines are designed to make it easier for you to produce high-impact communication. Communication that will help us all create a more equal future, free from poverty and injustice.*

*In this section*

1. *Our visual identity*
2. *Logo*
3. *Fonts*
4. *Color*
5. *Patterns*
6. *Photography, illustrations and icons*
7. *Sample Applications*

### **A note to creators**

*Everything that you make, do or communicate, should play a part in advancing our story: **act today for a more equal tomorrow, so everyone can thrive, not just survive.***

*The stories we show and tell are about real people whose struggles and victories we must respect. The language, colors and shapes we use to tell these stories are intentional, and should drive people towards action, including for fundraising. Our work should be motivating, practical, and hopeful.*



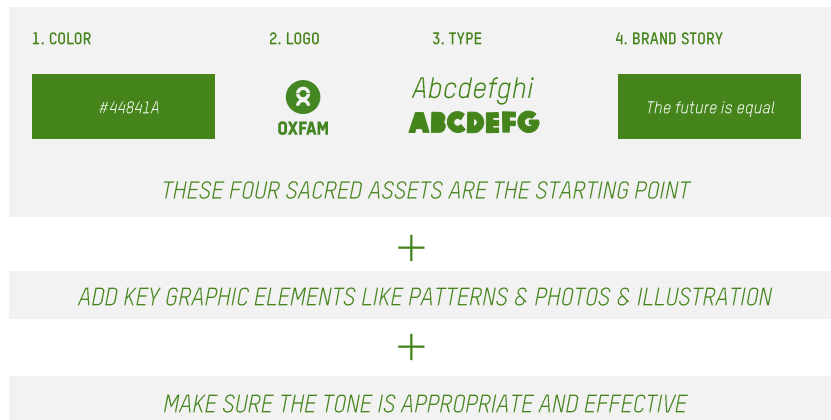


# OXFAM SACRED ASSET SHEET (SAS) PAGE 1

*Everything that you do, should advance our story: fighting inequality today, so everyone can have an equal future tomorrow.*

## Start here

Our visual identity is digital first, simple, and flexible enough to effectively express the brand. It's made up of our sacred assets – graphic elements that are considered mandatory– combining them with key graphic elements, as shown below:



## 1. Color

Our single unified colour palette is built for RGB screens, with print formulas and more accent colours available [here](#). Note the new Oxfam green, which is now AA accessible .

PRIMARY PALETTE OFFICIAL GREENS (SACRED ASSET)		SECONDARY PALETTE ACCENTS (KEY GRAPHIC ELEMENT)		SECONDARY PALETTE CELEBRATORY ACCENTS (KEY GRAPHIC ELEMENT)		EMERGENCY & CRISIS RESPONSE (KEY GRAPHIC ELEMENT)

## 2. Our logo & lockups

The vertical logo is the primary version for most print applications, when in doubt this is what you should be using. For digital (and some print pieces), you should choose based on the specific use case at hand. Consistency from piece to piece in a campaign, and readability and legibility are more important than which aspect ratio you choose

VERTICAL			
HORIZONTAL			
	GREEN	REVERSE	PRIMARY LOGO

# OXFAM SACRED ASSET SHEET (SAS) PAGE 2

### 3. Our type

We use *Oxfam T-Star Pro* and *Roboto* families [downloadable](#) as open-source files, and *Oxfam Headline* font which can also be downloaded. Do not use *Oxfam Global Headline* for more than 10 words.

## PRIMARY DISPLAY FONT IS OXFAM T-STAR HEADLINE, FOR USE IN LARGE HEADLINES

Primary Display font is the custom condensed font **Oxfam T-Star Bold** and *Oxfam T-star regular*, for use in body copy, especially in print.

## SECONDARY DISPLAY IS OXFAM GLOBAL HEADLINE, FOR <10 WORDS

Secondary Body font is the full width **Roboto Regular** and **Roboto Bold**, for use on large blocks of screen readable copy.

Want more than two pages? Want to learn how to use key graphic elements like patterns and illustration? Visit this [link](#) to view the full guidelines, or email [globalidentity@oxfaminternational.org](mailto:globalidentity@oxfaminternational.org) for assistance.

### 4. Our brand story and tone

*The future is equal* is a rallying cry and a demand, that calls for equal rights and equal opportunities for all people, in all their diversity. It is **always** written in sentence case when lowercase letters are available. There is no full stop. It may be locked up with the Oxfam logo when required. [See full guidelines for examples.](#)

The future  
is equal



The future is equal OXFAM

#### Oxfam in a sentence

*"We fight inequality to end poverty and injustice - now and for the long term. Join us today to create a future where everyone has an equal opportunity to thrive and not just survive."*

#### Oxfam in just a few words

*"Oxfam, the organisation for a more equal future."*

#### Our tone of voice

We are *unapologetic* and look inequality in the eye.

We are *passionate*, and act with urgency and conviction.

We are *energised*, and convert collective courage into action

#### Choosing the tone for your creative

The tone should be determined by the content and intended audience, and can be conveyed by graphic cues (colour temperature, font) as well as the message (Copy, CTAs)

AUTHORITATIVE

PASSIONATE



# Getting the tone right

*As we use the visual identity elements to bring to life the global narrative, it's important to be intentional about tone.*

## Does it fit the message?

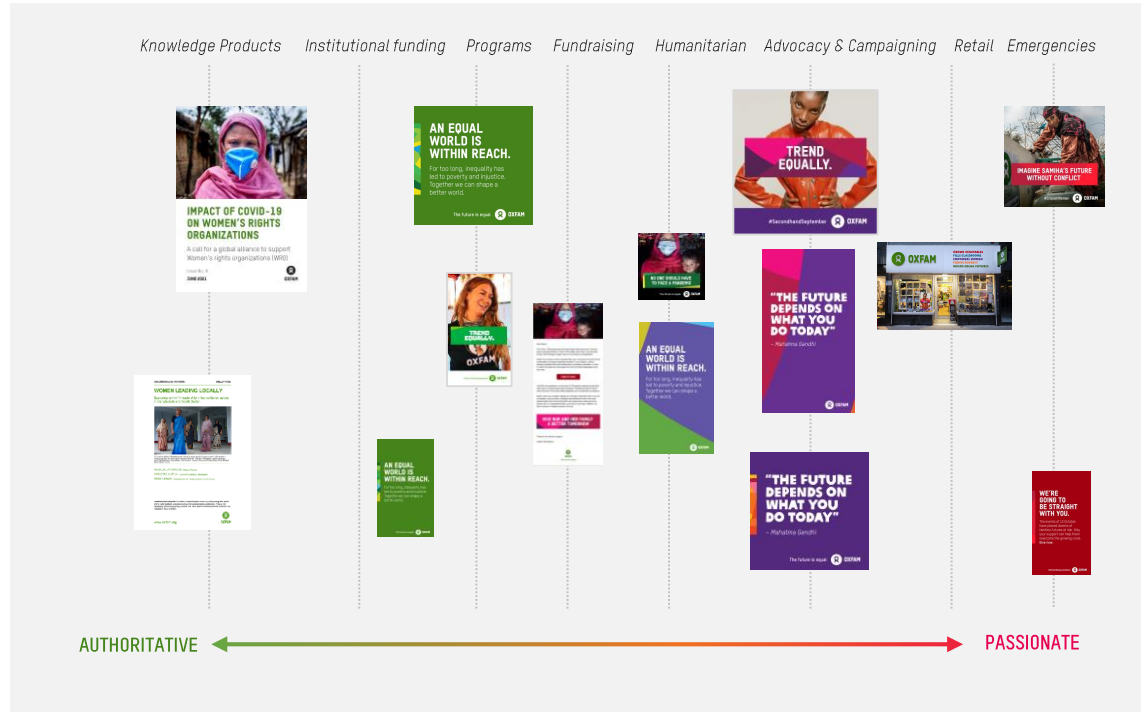
*Don't pair bright friendly graphics with a somber message about an emergency. Don't pair a somber photograph with a story of hope.*

## Keep it in the system

*All of these pieces are using consistent elements. The logo is always in the same place, the margins and borders are similar, and even the placement of pattern text fields are consistent from piece to piece. Use of strong display type like Oxfam Global Headline, illustration work in brighter warmer colours, and the headlines themselves can move the tone towards the more emotive end of the spectrum.*

## Remember: If everything is bold, nothing is bold

*Beware of making too many things as bright and bold as the guidelines allow. Overuse of Global Headline and bright colours can easily dilute the message rather than strengthen it.*





## GRAPHIC VISUAL GUIDE

## Our logo

Our logo expresses our determination. It's made up of two elements: our symbol and logotype. The Oxfam symbol is made up of the words O and X, which are the first two letters of our name, and come together to form a human shape. The circle around it references to the world we live in and aspire to change for good.

## Which logo should I use?

The vertical logo is the primary version for most print applications, when in doubt this is what you should be using. For digital (and some print pieces), you should choose based on the specific use case at hand.

## The Oxfam Symbol

The symbol can be used on its own as an identifier, but only when accompanied somewhere on the item by the full logo. Our logotype, however, should never appear without the symbol. The symbol should never be used 'functionally': never as a bullet point, as a full stop at the end of a sentence, as cartoon figures, etc.

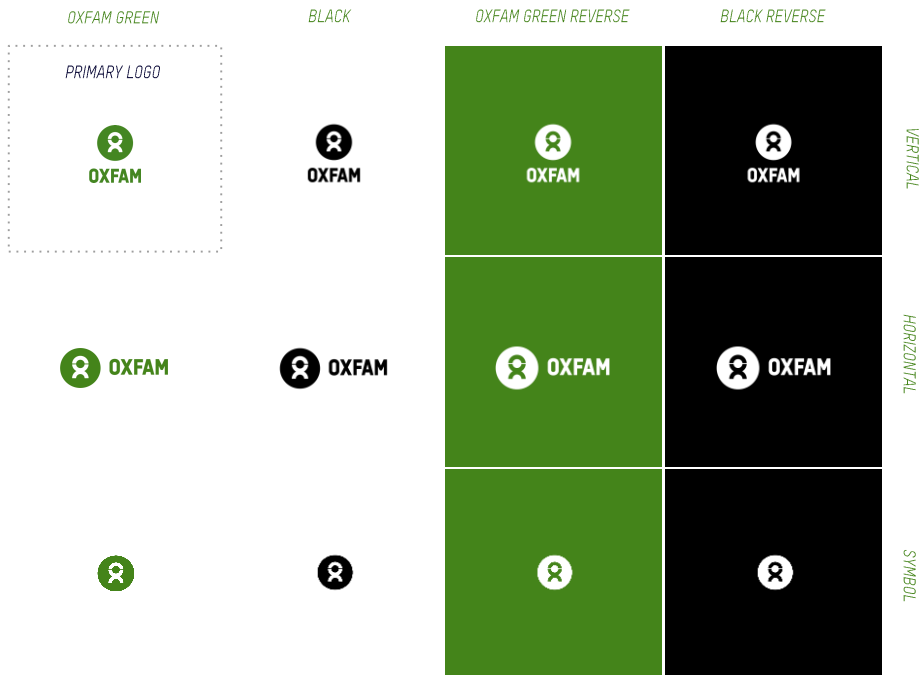
## Colour &amp; Reproduction

Our logo can be reproduced in Oxfam green, white or black. The green logo can be used on white, light or neutral backgrounds, such as off-white paper materials and light-coloured photographic backgrounds. The white logo can be used on a solid colour background, such as green, black, or in some cases a secondary color that meets AA accessibility (see color palette page). The black logo can only be used on a white, light or neutral background.

[Download logos here](#) All brand assets are available for download by clicking [here](#).

**OXFAM GREEN**  
#44841A  
PMS 363  
CMYK 76, 3, 100, 18

**Note:** All color formulas can be found in the Palette section of this document.



## GRAPHIC VISUAL GUIDE

## Our logo: clear space and sizing

### Let the logo breathe

When applying the logo to a design, a clear space = "M" height on all four sides must be used to ensure the logo is legible.

These are minimum size rules to ensure the logo can easily be seen in smaller sizes.

Note:

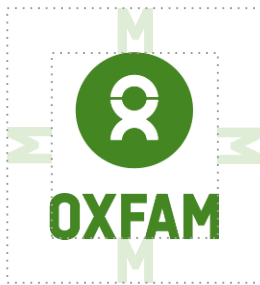
1. All Oxfam countries and regions are to use the generic 'Oxfam' logo, downloadable from the link below. In text (not in the logo), where needed, the countries and regions can refer to Oxfam in Country/Regional Name (for example: Oxfam in Asia, Oxfam en Peru or Oxfam au Sénégal)

2. Please do not take the logos from this presentation deck, instead use the download link below.

[Download logos here](#)

All brand assets are available for download by clicking [here](#).

CLEAR SPACE



MINIMUM WIDTHS



PRINT = 15MM  
DIGITAL = 90 PIXELS



PRINT = 27.5MM  
DIGITAL = 165 PIXELS

## Our logo - Positioning

*In communications use, such as on brochures, wherever possible the logo should be placed in the bottom right-hand corner. Alternatively, the logo can sit in the top right if required, such as on materials presented in display racks where the bottom of the brochure is obscured.*

*On stationery our logo is always placed centrally. This reflects the role it plays as the key visual identifier on these items. We apply this approach to all applications where the logo is used alone and without our patterns or photography.*

*On vehicle livery our logo should be positioned prominently and where possible centred.*

*In online and digital applications the logo can be positioned in the top left if required.*

### COMMUNICATIONS



### STATIONERY



### VEHICLE LIVERY



## Our logo: affiliates

### Creation and use of affiliate logos

Our affiliate logos are all built and positioned using similar clear space rules and minimum sizes.

[Generic Oxfam logos](#) also to be used for countries and regions are available in all common versions and file formats

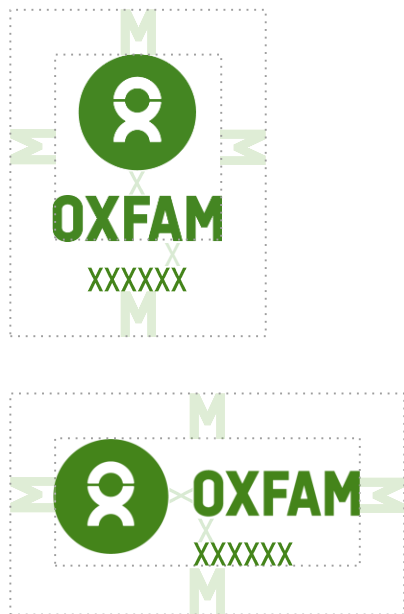
Affiliate specific logos are available with the affiliate brand managers or you can download them [here](#).

If you need other logo versions or file formats, please don't create them yourself but contact the global brand and communications team through [globalidentity@oxfaminternational.org](mailto:globalidentity@oxfaminternational.org)

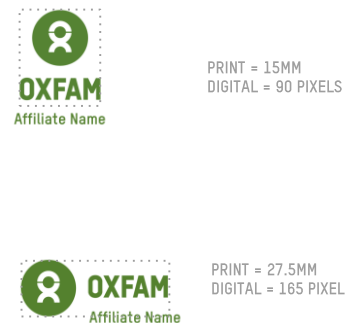
### AFFILIATE LOCKUP



### CLEAR SPACE



### MINIMUM WIDTHS



PRINT = 15MM  
DIGITAL = 90 PIXELS

PRINT = 27.5MM  
DIGITAL = 165 PIXELS

[Download affiliate logos here](#). All brand assets are available for download by clicking [here](#).

## Our logo: Don'ts

Always use our logo according to the principles within these guidelines.

Here are some basic errors to avoid.

### EXAMPLES:



*Don't distort or alter any of the elements*



*Don't change the relationship*



*Don't use our green logo on an image*



*Don't use the old key line logo version*



*Don't use our symbol as an illustration*



*Don't retypeset our logotype or use our headline font*



*Don't use our symbol within text to represent the letter 'O'*



*Only use our logo in green, white or black*



*Don't use our symbol as a typographic feature*



*Don't use our symbol as an ampersand*

## Our logo: adding the tagline (or a hashtag)

### Adding a strapline

When applying strap lines to the logo, a clear space = "M" height is applied to a line of text. The font size used is based on the width of the "M".

### Global strapline

The global strapline is for everyone to use. In particular in non-affiliate and non-country specific communications, when we are just Oxfam. It is not mandatory for specific affiliates or countries in their national communications with their bespoke audiences.

#### VERTICAL LOCKUP

Use for: Most use cases where a strapline is desired.



#### VERTICAL LOCKUP (LOCALIZED WITH AFFILIATE)

Use for: As before, but for affiliates.



#### VERTICAL LOCKUP (LOCALIZED WITH AFFILIATE, TRANSCREATED)

Use for: Transcreated pieces where the strapline is desired.



The transcreated strapline is for reference and may change subject to further discussions

#### HORIZONTAL LOCKUP

Use for: Cases where height or overall pixel area is restricted, like social media



#### HORIZONTAL LOCKUP (LOCALIZED WITH AFFILIATE)

Use for: As before but for affiliates



#### HORIZONTAL LOCKUP (LOCALIZED WITH AFFILIATE)

Use for: Cases where the Oxfam logo appears top left, like letterhead or web page



## Our logo: co-branding and partnerships

### Single partner

In most cases the partner logo should and will take precedence and be placed first, with the vertical pipe adopting the colour of the partner organisation. In circumstances where Oxfam must be the primary partner, it can appear on the left with a green pipe, with approval from respective brand leads. For countries and regions, they should send an email to [globalidentity@oxfaminternational.org](mailto:globalidentity@oxfaminternational.org)

Make sure the aspect ratio of the partner logo(s) matches the aspect ratio of the Oxfam logo, so if you receive a horizontal logo, use the horizontal Oxfam logo and vice versa.

Avoid using the strapline in a co-branding scenario.

### Multiple partners

Make sure you reduce size and increase space between logos. Multiple logos (more than two including Oxfam,) will not use vertical pipes or strapline.



OXFAM



OXFAM



## GRAPHIC VISUAL GUIDE

## Our typefaces: overview

We've chosen these fonts both for their tactical typographic features (clarity, stackability, fullness of character sets, cross platform capability, shareability, ease of use and download) as well as their unique aesthetic qualities (modern, focused, friendly but urgent).

### When to use it: Oxfam T Star Pro Headline

This all-caps headline font should be reserved for headlines, quotes and other display use cases and not for body text. Should be used for most headline treatments, especially those that are more authoritative or serious in tone, e.g.: strapline, website headlines. This can be used on screen and in print.

### When to use it: Oxfam Global Headline

Due to its unique geometry, this font should only be used for very short statements no longer than 10 words, and should be used for statements that fall on the more passionate and expressive side of the scale, e.g.: quotes, 2 or 3 words slogans. This can be used for digital and in print.

### When to use it: Oxfam T Star Pro/Roboto/Helvetica

These typefaces are used for body copy. The primary body font is Oxfam T-Star (bold and regular). This condensed face can be used online and in print but loses legibility at small point sizes. **Roboto (bold and regular)**, is a full width face to be used with small font sizes (7pts. or less).

In print, desktop publishing, and merchandise, Roboto should be substituted for T Star for small text, below 7 pt for purposes of legibility.

On websites and digital apps, Roboto is recommended in place of T Star for body copy at or below 20 pt for improved readability. Helvetica should be specified in code as the preferred backup system font. For example: `oxfam_tstar_pro`, Roboto, Helvetica, sans-serif

Email: Use Helvetica as T Star and Roboto cannot be embedded for external emails.

### FONT PAIRINGS

#### PRIMARY DISPLAY FONT

T Star Pro Headline

EVERYONE  
DESERVES AN  
EQUAL FUTURE.

#### SECONDARY DISPLAY FONT

Oxfam Headline

A MORE EQUAL  
FUTURE.

#### PRIMARY BODY COPY FONT

Oxfam T Star Pro Bold / Regular

We're not going to lie to you  
Charity as we've known it is  
not enough.

#### SECONDARY BODY COPY FONT

Roboto Regular / Roboto Regular Bold/Helvetica

We're not going to lie to you  
We live in a rich world. Yet more than a billion  
people live in poverty, and the gap between rich  
and poor is widening. Charity as we've known it is  
not enough.

[Download fonts here](#)



## GRAPHIC VISUAL GUIDE

## Our fonts: don'ts

*Always use our fonts according to the principles within these guidelines. Here are some basic errors to avoid.*

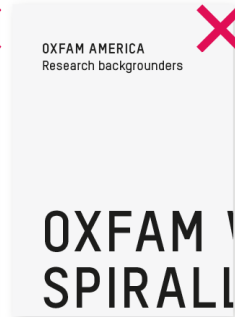
## EXAMPLES:



*Don't range text right, unless it is the country or market standard (such as in Arabic)*



*Always set headlines and sub headlines in capital letters*



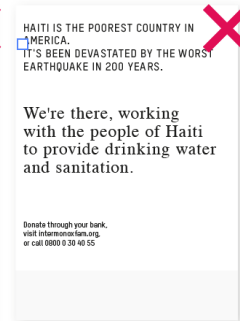
*Don't set Oxfam in capital letters in body text (always use upper and lower case)*



*Always used mixed case characters when writing Oxfam in body copy*



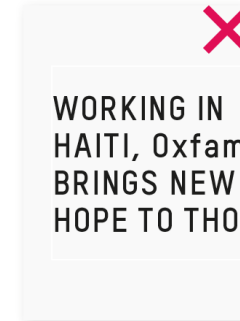
*Only use T-Star or Arial for body text*



*Don't use any typefaces other than those specified in these guidelines*



*Don't use the Oxfam ampersand in body copy or with our secondary typefaces*



*When setting text in upper case characters, Oxfam is always set in capitals*

## GRAPHIC VISUAL GUIDE

## Color: official unified palette

Our single unified\* color palette is built for RGB screens, with print formulas available as needed. If you're not doing professional offset printing, the standard RGB/HEX colors will print acceptably well on an inkjet or laser printer. The palette covers the spectrum from the practical and authoritative (on the left), to the celebratory and emotive (on the right).

OFFICIAL OXFAM AA GREEN

OXFAM AAA GREEN *NEW!*

OXFAM LIGHT GREEN



## PRIMARY PALETTE: OFFICIAL OXFAM GREENS

The Oxfam logo must use the official Oxfam AA Green color when placed on white backgrounds. Companion greens can create higher contrast fields for white or black text

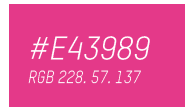
OXFAM PURPLE

OXFAM AAA BLUE *NEW!*

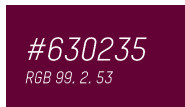
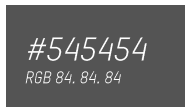
OXFAM RED



OXFAM PINK

OXFAM AAA RED *NEW!*

OXFAM BURGINDY

OXFAM GREY *\*!*

OXFAM ORANGE



OXFAM BLUE

OXFAM DEEP RED *\**

BLACK

OXFAM BEIGE *\*!*

OXFAM YELLOW



## SECONDARY PALETTE: ACCENTS

These high contrast colors can be used as fields for stark messages requiring clarity, with Oxfam Purple having some adjacency with the celebratory palette

## SECONDARY PALETTE: CELEBRATORY ACCENTS

These bright and energetic colors can be used for pieces whose tone is celebratory, hopeful. Use sparingly.

## EMERGENCY PALETTE

These two reds are reserved for emergency and humanitarian graphics (and during Christmas)

AUTHORITATIVE



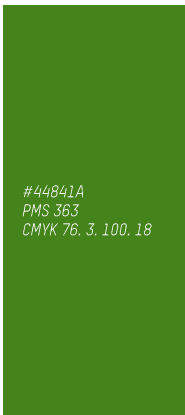
PASSIONATE

[DOWNLOAD ASE FILES HERE](#)

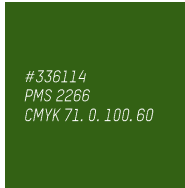
## Color: print equivalents

When printing, please use the following print formulas for CMYK process (e.g. annual reports, books, 4c environmental graphics) or spot colour (e.g. business cards and laser cut vinyl). Do not use print formulas for screen use, as they are reserved for ink on paper.

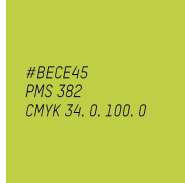
OFFICIAL OXFAM AA GREEN



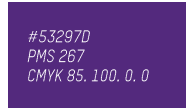
OXFAM AAA GREEN **NEW!**



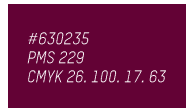
OXFAM LIGHT GREEN



OXFAM PURPLE



OXFAM BURGINDY



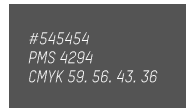
BLACK



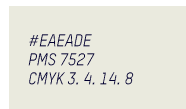
OXFAM AAA BLUE **NEW!**



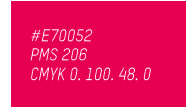
OXFAM GREY \*!



OXFAM BEIGE \*!



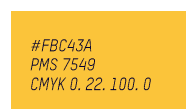
OXFAM RED



OXFAM ORANGE



OXFAM YELLOW



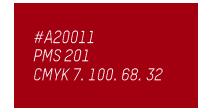
OXFAM PINK



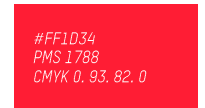
OXFAM BLUE



OXFAM AAA RED **NEW!**



OXFAM DEEP RED \*



### NOTE

Please use the numeric formulas listed on the swatches. Do not pick up the screen colours on the swatches themselves.

## Fully accessible color

Accessibility is not just a buzzword, and should not be viewed as “constraints”. It is about making our message clear for the largest amount of people.

To that end we’ve ensured that The Oxfam digital color palette achieves at least ‘AA’ accessibility standards. (Several colors achieve ‘AAA’ accessibility.) Use of this accessible palette is mandatory, and applies to all digital media and channels, including print publications intended for distribution online. (In the case of print publications, a black and white or grayscale version should be provided along with the color version if not accessible.

### Non-compliant colors

Light Green and Yellow may be used for aesthetic purposes only—never to communicate important information or used as text.

#### FULL AAA

For normal (16pt+) white text on color background, and for use on white background as hyper links

OXFAM AAA GREEN <b>NEW!</b>	OXFAM AAA RED <b>NEW!</b>	OXFAM PURPLE	OXFAM AAA BLUE <b>NEW!</b>	OXFAM BURGUNDY	OXFAM GREY <b>NEW!</b>
#336114	#A20011	#53297D	#065E84	#630235	#545454

#### FULL AA

For larger (18px+) and bolded white text on colored backgrounds, like buttons & social graphics

OFFICIAL OXFAM AA GREEN	OXFAM RED	OXFAM PINK
#44841A	#E70052	#E43989

#### PARTIAL AA

For large (18pt+) and bolded white text on colored background, like larger CTAs and Headlines

OXFAM DEEP RED <b>NEW!</b>	OXFAM ORANGE	OXFAM BLUE
#FF1D34	#F16E22	#0B9CDA

#### BEWARE

Use only with black text or for aesthetics, not written information

OXFAM LIGHT GREEN	OXFAM YELLOW	OXFAM BEIGE <b>NEW!</b>
#BECE45	#FBC43A	#EAEADE

**Note:** The colors on this page are laid out according to how readable and accessible they are, not in order of how often they should be used.

## Patterns

*Our patterns demonstrate our expressiveness – the role we play in connecting people, organisations and countries – and represent our diversity and celebratory spirit.*

*Our pattern color ways have been carefully selected to provide a range of tones, from Oxfam green-biased, through to a warmer set of reds and purples. This will allow you to select the colour that is both best suited to your communications and audience, and that complements any supporting imagery.*

*Our green patterns and solid green should be used in leading communications, such as on our website homepages and report covers, to provide immediate standout in an overcrowded environment, and also enhance our global brand recognition by being consistent across the confederation.*

📌 Please download the patterns from [here](#)

### ZOOMED IN ACCESSIBLE PATTERNS

Use these approved patterns **when text needs to be overlaid on the pattern**. Please drop and drag.



Example of white text overlaid on a zoomed in accessible pattern.

**When to use?** For more passionate work. As a title divider on a document, to emphasize a specific text on an image, for short copy only.

## Pattern accessibility

When using copy on top of patterns it is important to consider accessibility. Following our guidelines on color accessibility, you must ensure that the combination of the text color (white) as well as the overlapping patterns colors is accessible.

Copy must only be overlaying on top of zoomed-in/simplified patterns, not on the original patterns.

Only white copy should be used on top of patterns.

Here are some examples of accessible white copy over patterns usage. White copy should only be layered on top of the "pass" colors.

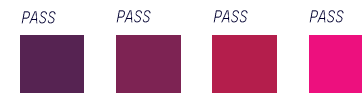
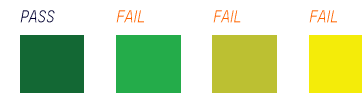
### INCORRECT APPLICATIONS



### CORRECT APPLICATIONS



### WHITE TEXT MUST ALWAYS APPEAR ON A "PASS" COLOUR



## Approach to visual content

*When it comes to selecting or creating new content, whether this is for photography, video, illustrations, icons you must consider:*

**1) It aligns with our new brand narrative and our values:**

*We must ensure it is not north or western-centric, we avoid the use of images that perpetuate neo-colonial narratives, we put women's issues front and center. We put people dignity first and we always add context. It is not about Oxfam but about the people, communities and partners.*

*In our content we show that we are feminist and against any form of discrimination, we show that we are diverse and inclusive.*

**2) It is in line with our ethical content guidelines,**

*The link to which has been added to the following slides*

## Imagery: photography usage

*All our photography should be spirited and in line with our brand identity. It should help us feel like a global movement, working to create a more equal future.*

**Values** We must refrain from being north or western-centric, we avoid the use of images that perpetuate neo-colonial narratives, we put women's issues front and center. We show that we are feminist and against any form of discrimination.

**People** We represent people with dignity, not as harmful stereotypes. We always show people in a positive and inspiring way, never in a negative or pessimistic light. By showing people in context, in real, everyday situations and events – we can present an honest picture of the world. Instead of presenting black people, indigenous people and people of colour as grateful recipients or passive beneficiaries, we focus on the people and communities fostering agency and self-sufficiency in the long term. When selecting or shooting photography, always be careful not to obscure people's faces, and never manipulate or misrepresent the image in any way.

**Landscape** The primary focus of our work is people. We want to celebrate the richness and diversity of the world and the people who live in it. We use images that capture both the beauty and the devastation, the big picture and the smallest detail.

➔ Please refer to our Ethical content guidelines [here](#).

➔ Full CREDIT deck available [here](#).

**When choosing a picture, think: CREDIT**

**Context:** Provide a sense of place; Include important information around the subject; People within their environment

**Reality:** Capture genuine / spontaneous moments; Become a part of the scene; Activity not merely for the sake of the camera

**Engagement:** Universal themes / angle / viewpoint / use of space; Eye contact / interaction / capturing a moment / telling a story

**Dignity:** Show activity Avoid contrived images; Emotion is okay. Avoid "desperation."; With difficult subject matter, be true to the situation.

**Credits:** Always add the photographer credits



AUTHORITATIVE



PASSIONATE



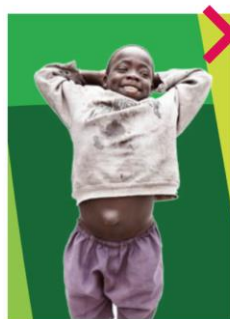
## GRAPHIC VISUAL GUIDE

# Our photography: don'ts

Always use our photography according to the principles within these guidelines.

Here are some basic errors to avoid.

## EXAMPLES:



Don't use cut-outs



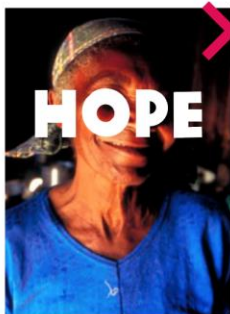
Don't use duotone or colour effects



Don't use black and white imagery if colour reproduction is possible



Don't portray helpless victims



Don't obscure faces



Avoid overly retouched images – keep it natural



Always present the real world, but be sure to focus on the positive



Don't use images in which nothing happens, or cut out relevant context

## Imagery: illustration usage

### Consistency & use

Brief your illustrators on Oxfam's sacred assets. While the illustration style can vary, make sure to use the Oxfam logo, colours, and type on the finished piece and remember the cause: The Future is Equal

### Tone

Illustration allows us to tell stories in a vibrant way, using all colours from the palette, and local textures and other custom graphic elements that at once break out of the brand and align beautifully with it. Whether vibrant and celebratory or stark and serious, it offers a way to tell stories from local perspectives, while keeping the sacred elements intact.

### Privacy

Illustration also allows us to tell anonymized stories, when necessary, without the privacy concerns that photographs always come with. Like with photography, please do not fall into the trap of using stereotypes when choosing, making, or commissioning illustrations.

### Education

Illustration can make complex ideas accessible and easy to understand, making messages relatable for people who might speak different languages.

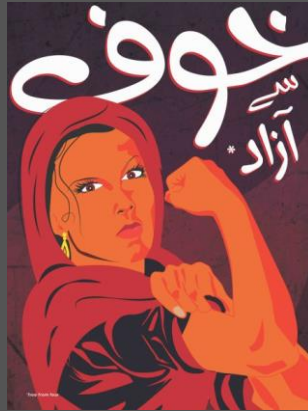
### Using type as illustration

Our typefaces can be a source of some beautiful work, and there are more colour and pattern options available when these pieces are used at large scale, or are not meant to be read online.

### Sourcing illustrations

Use work from local artists, from the region being discussed. When briefing custom work, ensure the artists works with the OXFAM palette and respect our Ethical content guidelines.

⬇️ Please download the open files of the illustrations [here](#).



## Video approach

*Strapline and logo watermark is spaced in the bottom right corner, with enough clear space to be positioned above any native video user interface.*

*Strapline is optional, logo should appear at least as the end frame as shown here.*

*Use the centred version of the strapline and logo for end frames. The end frame color should be either be from Oxfam primary and secondary color palette or should be of white color.*

*Subtitles must be legible – refer to our accessibility colour palette.*

*All of the video content, captions, subtitles must be in line with our Ethical content guidelines and follow the same rules as the photography usage around values, people, landscape.*



⬇ Please refer to our Ethical content guidelines [here](#).

## Iconography guidance

*Always select inclusive icons.*

*When using icons, ratio must be kept but you can resize, change colour, reshape, combine to create something new.*

*Icons can be a standalone thing, plain black or white, but it is also possible to take an icon and elevate its status to create a bigger visual impact. However, they must not be used in abundance.*

*Hand-cut icons are in alignment with our Oxfam Global Headline font and can be used to emphasize key points in a website, PowerPoint or report.*

*For UI icons, we encourage the use of open source Google icons which offers a wide library: <https://fonts.google.com/icons> - select the rounded ones vs sharp; ensure that it is one tone and create them in our colour palette.*

*List of icons is available [here](#)*



# **SAMPLE APPLICATIONS AND TEMPLATES**

## Sample applications and templates

### Direct mail

#### Layout + Tone

When writing, designing or creating a direct mail piece for Oxfam, the piece should always feature a striking image on the first page.

Throughout any DM piece, the focus should be on actions and impact.

The headline should always summarise the work being done, and the sub-header should include a reference to the work that still needs to be done.

#### Strapline + Logo

The strapline and logo can appear in the bottom right of the page

#### Pattern

If used in the design reuse the same pattern motif across pages to feature bold headers, quotes or soft CTAs.



## BUILDING A BETTER FUTURE FOR VULNERABLE ROHINGYA FAMILIES

Throughout the COVID-19 pandemic, Oxfam's work with refugees and displaced people has helped reduce vulnerabilities and save lives. **But the work isn't over.**

This is Nur. Three years ago she was forced to flee her home. Forced to leave everything behind in order to find safety. Since then, she has been living in the Rohingya refugee camp of Cox's Bazar in Bangladesh.

Today, Nur's future is more uncertain than ever. The arrival of Covid-19 has

exacerbated an already desperate situation in Cox's Bazar, a site so densely populated that social distancing is practically impossible. In order to make it through this crisis safely, Nur and her family desperately need your help.

The future is equal  OXFAM

Oxfam is providing assistance to refugees in this area of southern Bangladesh near Cox's Bazar, where more than 855,000 Rohingya people are living in extremely overcrowded conditions. With help from the United Nations, Oxfam built a water treatment plant that handles sewage from 150,000 people. It took seven months and was finished in 2019. When the threat of COVID-19 emerged early in 2020, Oxfam stepped up soap distribution, and shared information about the disease.

The response to the COVID-19 threat was followed by another potential disaster: Cyclone Amphan in the Bay of Bengal struck a glancing blow to the area near Cox's Bazar, delivering heavy rains that threaten to contaminate the scarce water supply in the area. Oxfam is delivering assistance to

173,000 of the refugees in the area, as well as 389,000 residents in low-lying areas nearby who also need clean water, help with sanitation services, and soap to keep clean.

Just \$25 can guarantee a community of 125 people purifying sachets that make dirty or contaminated water drinkable. This lifesaving aid is vital to ward off Covid-19 and other lethal diseases such as dysentery and typhus.

When you make your donation remember that it is an act of solidarity, not just charity. Solidarity with families like Nur's who have already faced so much, and whose lives continue to be put at risk. Your help is more than a lifeline, it is their chance for a better tomorrow. Act now.



**\$30 CAN SUPPLY  
3 ROHINGYA FAMILIES**  
WITH A COVID-19 CARE PACKAGE

**DONATE NOW**

Sed interdum cursus ex. Morbi cursus, turpis eu venenatis lacinia, erat justo pharetra est, id tincidunt orci libero vitae magna. Curabitur ut sapien sit amet nulla porttitor malesuada eget sit amet ipsum. Ut at ante interdum, facilisis est in, vehicula arcu. Vestibulum varius vulputate ipsum et fermentum. Curabitur eu diam dapibus.

tincidunt risus eu, sodales felis. Quisque rutrum ullamcorper neque quis aliquet. Nulla egestas mauris eget lorem sollicitudin, at pretium odio ornare. Donec vel libero in sapien pellentesque auctor. Donec sodales, dolor et pellentesque vestibulum, odio nulla accumsan dul, nec volutpat magna metus at dui. Maecenas sed lorem tincidunt.

The future is equal  OXFAM

## Sample applications and templates

# Supporter Emailer

### Tone

When writing, designing or creating an email or newsletter for Oxfam, it's important to remember that our new brand is unapologetic, passionate, and energised.

Whilst the term 'The future is equal' need not feature in the actual body copy of the email or newsletter, there should still be some reference to the future, and what is at stake if we don't work to change it.

In this fundraising example, we have 'Today, Nur's future is more uncertain than ever', as well as a banner with a soft CTA which references 'a better tomorrow'.

### Strapline + Logo

The strapline and logo can appear at the bottom of the email or newsletter

Download newsletter templates [here](#).

Dear Sarah

This is Nur. Three years ago she was forced to flee her home. Forced to leave everything behind in order to find safety. Since then, she has been living in the Rohingya refugee camp of Cox's Bazar in Bangladesh.

Today, Nur's future is more uncertain than ever. The arrival of Covid-19 has exacerbated an already desperate situation in Cox's Bazar, a site so densely populated that social distancing is practically impossible. In order to make it through this crisis safely, Nur and her family desperately need your help.

[DONATE NOW](#)

Just \$25 can guarantee a community of 125 people purifying sachets that make dirty or contaminated water drinkable. This lifesaving aid is vital to ward off Covid-19 and other lethal diseases such as dysentery and typhus.

Sarah, when you consider making your donation remember that it is an act of solidarity, not just charity. Solidarity with families like Nur's who have already faced such turmoil and strife, and whose lives continue to be at serious risk. To vulnerable families, your help is more than a lifeline, it is their chance for a better tomorrow. Act now.

**GIVE NUR AND HER FAMILY  
A BETTER TOMORROW**

Thank you for all your support.

Oxfam International



Dear Sarah

This is Nur. Three years ago she was forced to flee her home. Forced to leave everything behind in order to find safety. Since then, she has been living in the Rohingya refugee camp of Cox's Bazar in Bangladesh.

Today, Nur's future is more uncertain than ever. The arrival of Covid-19 has exacerbated an already desperate situation in Cox's Bazar, a site so densely populated that social distancing is practically impossible. In order to make it through this crisis safely, Nur and her family desperately need your help.

[DONATE NOW](#)

Just \$25 can guarantee a community of 125 people purifying sachets that make dirty or contaminated water drinkable. This lifesaving aid is vital to ward off Covid-19 and other lethal diseases such as dysentery and typhus.

Sarah, when you consider making your donation remember that it is an act of solidarity, not just charity. Solidarity with families like Nur's who have already faced such turmoil and strife, and whose lives continue to be at serious risk. To vulnerable families, your help is more than a lifeline, it is their chance for a better tomorrow. Act now.

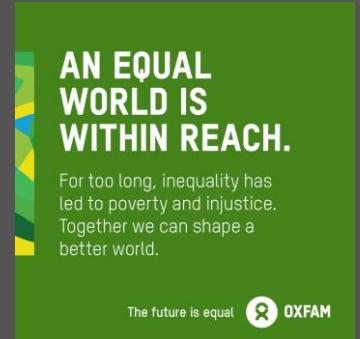
**GIVE NUR AND HER FAMILY  
A BETTER TOMORROW**

Thank you for all your support.

Oxfam International



## Social media



Download templates [here](#)



Sample applications and templates

## Social media - motion

### Pacing

*This is a 16 second motion template, with a static background. The top layer allows for 4 frames of copy (4 secs each).*

*A CTA can be included in Frame 4 or can be featured elsewhere in the social asset.*

*When selecting the pattern, ensure accessibility is met (please refer to the pattern accessibility slide).*

Download templates [here](#)



Sample applications and templates

## Website applications

### Maximising impact of the photos

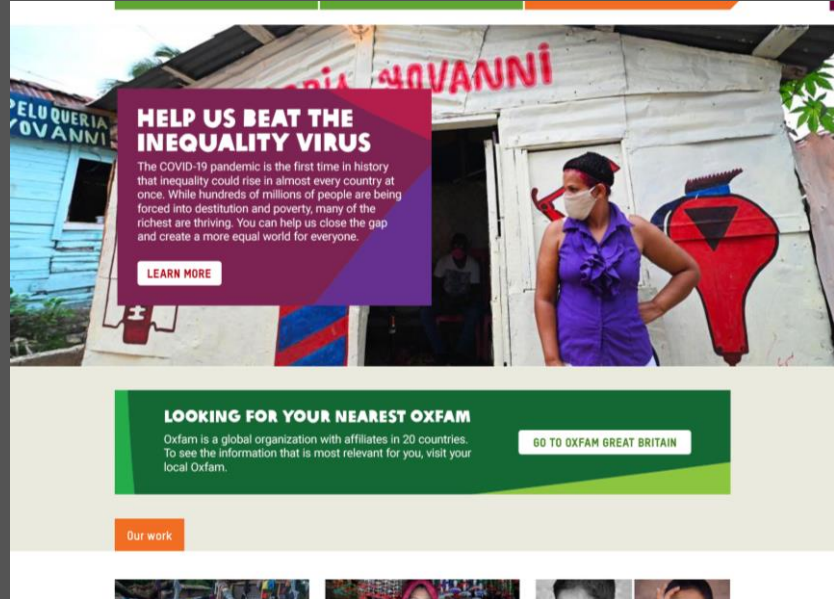
*Using colour block or patterns with text on top to ensure accessibility, and avoid creation of dark gradient on the images.*

### Complementary pattern colour to image

*Any patterns or big colourful blocks with text should be used sparingly or the content (photos and text) risks getting lost behind all the presentational elements.*

### Creating clear differentiation on the CTAs and buttons

*Using rounded corners and all caps CTAs on a pattern are white with a complementary text colour*



Sample applications and templates

## Shop display

### OXFAM HEADLINE DISPLAY TYPE

*We have crafted new shop and environmental signage to fit in seamlessly with the Oxfam Headline font.*

### UPDATED MESSAGING

*The fighting poverty message is still there, but we have added an additional line that aligns with the new messaging frame. This will allow an easier transition.*



*#TheFutureIsEqual*