

OUR GLOBAL IDENTITY GUIDELINES



OXFAM

OUR STORY

PURPOSE

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.

Oxfam can see a better way. We're a **global movement for change**— a network that empowers individuals, communities and organisations to build a future free from the injustice of poverty.

Our identity is designed to make this instantly visible to everyone.

GLOBAL MOVEMENT FOR CHANGE

WE WANT
JUSTICE IN THE
WORLD

WE SPEAK OUT
FOR SYSTEMIC
CHANGE

AND WE MAKE
THINGS HAPPEN
HERE AND NOW

PROPOSITION

Oxfam invites everyone to be part of building a **positive future now**: a future free from the injustice of poverty.
All our communication conveys this forward-looking, exciting and optimistic proposition.

A POSITIVE FUTURE NOW
**A FUTURE FREE FROM THE
INJUSTICE OF POVERTY**

A SENSE OF HOPE, A
FEELING OF SECURITY
FOR US AND OUR
CHILDREN

PRACTICAL, INNOVATIVE
SOLUTIONS THAT EVERYONE
CAN BE PART OF TODAY

PERSONALITY

Oxfam is a **practical visionary**. This personality, distinctive to us, should be the heartbeat of all our communication.

PRACTICAL VISIONARY

BELIEF-DRIVEN

Determined, believing poverty is not inevitable, acting in global solidarity.

Spirited, passionate, empathetic, optimistic, young in outlook.

THOUGHT-LEADING

Visionary, seeking answers, leading with a plan, authoritative and trustworthy.

Expansive, bringing people together, open to ideas.

ACTION-ORIENTED

Practical, ingenious, impactful, simple, useful.

Grounded, local, authentic, relevant and always evolving.

OUR IDENTITY ELEMENTS

Our identity is made up of six key components.

1. Our logo

A universal and highly-recognisable symbol of our determination, used to anchor all our communications.

2. Photography

We show the world we live in, and always portray the challenges we face in a spirited, authentic, optimistic and positive way.

3. Headline typeface

A highly-recognisable and expressive, hand-cut headline typeface that conveys a human vision.

4. Patterns and colours

Our patterns express our expansiveness – the role we play in connecting people, organisations and countries – and represent our diversity and celebratory spirit. Our colours are rich and uplifting and include the vibrant Oxfam green.

5. Secondary typeface

T-Star supports our headline, patterns and colours, providing a practical and highly legible way of communicating.

6. Tone of voice

Our messages propose – wherever possible – a positive future now. And our style of writing is that of a practical visionary: both optimistic and urgent.



OUR PHOTOGRAPHY – OVERVIEW

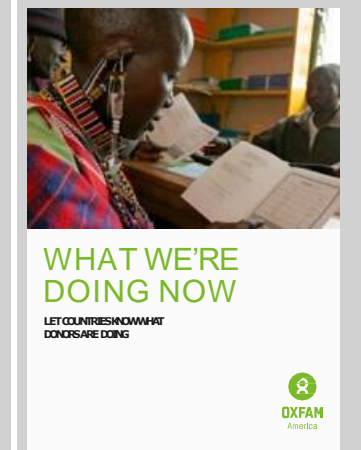
Imagery plays an integral role in our visual identity. It's our opportunity not only to represent the challenges the world faces, but also to tell the stories of hope and human resourcefulness that we witness every day. Every image should be spirited.

Our images need to reflect the diverse nature of our organisation, ranging from people and events, through to landscapes and environments.

There are several considerations to bear in mind when selecting images:

- we always show people or places in context - never abstract ideas of contrived situations
- imagery should feel authentic and show the world in an honest and captivating way
- imagery of people and children in hopeful and positive way
- we do not portray helpless victims.

EXAMPLES



OUR PHOTOGRAPHY – PEOPLE AND LANDSCAPE

All our photography should be spirited. It should help us feel like a global movement, working to create a positive future free from the injustice of poverty.

People

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. 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 variety 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.

PEOPLE



LANDSCAPE



OUR PHOTOGRAPHY - DON'TS

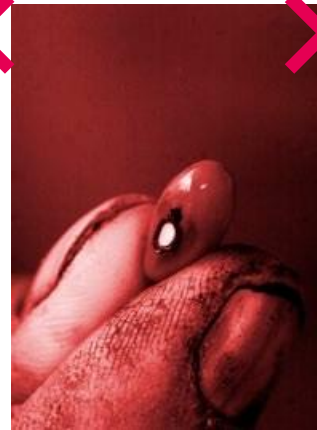
Always use our photography according to the principles within these guidelines.

Here are some basic errors to avoid.

EXAMPLES



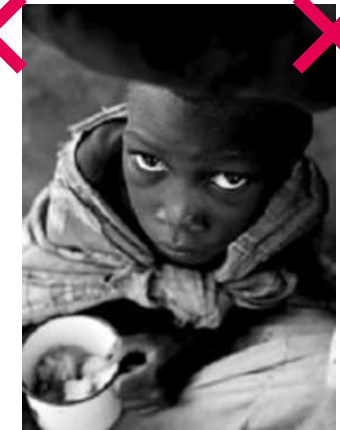
Don't use cut-outs



Don't use duotone or colour effects



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



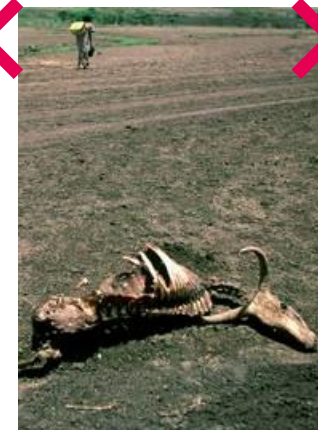
Don't portray helpless victims



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