CFG
Leading the way for charity finance

Brand Guidelines

Version 1.1 July 2024

Contents

Messaging strategy

Vision and mission

Vision

A world where financial excellence and leadership empowers every charitable and social purpose organisation and drives positive impact for the people and communities that they support.

Mission

CFG is passionately committed to supporting other charitable and social purpose organisations. We do this through our services, resources, information and communities. We place finance at the heart of every organisation by championing best practice, nurturing leadership and influencing policy-makers.

Messaging strategy

Our strapline

Leading the way for charity finance

Our story

CFG is the charity and membership organisation that supports other charitable organisations to make the biggest difference possible. We do this by helping them to make their money and resources go further, by putting financial leadership at the heart of their decision-making.

Since CFG was founded in 1987, we have evolved to welcome all finance professionals working for charitable and social change organisations. We also welcome non-finance professionals who recognise that we deliver greater impact when we are financially confident, trustworthy and dynamic.

Today, CFG's vibrant community manages more than one third of the UK's entire charity income. We are a diverse, inclusive and growing community that's passionate about delivering impact through financial leadership. Together, we lead the way for charity finance.

Values and personality

Values

Integrity

Listen actively

Trusted

Respectful

Knowledgeable

Support

Kind

Collaborative

Caring

Human

Dynamism

Aspirational

Flexible

Innovative

Progressive

Inspiring

Personality

Warm
Enthusiastic
Vibrant

Using the logo

Logo: versions

Logo with strapline

The strapline version of the logo should be used whenever possible.

CFG Leading the way for charity finance

Logo

The logo can be used without the strapline when space does not allow for use of the strapline or the size of the logo is too small for the strapline text to be readable.

CFG

Logo: use on backgrounds

On white backgrounds, the core pink version (with white text) should be used.

When the logo is to be used on any other backgrounds (colour or image), then the white version (with core pink text should be used).

Logo: dos and don'ts

Do use white version (with white strapline) on a dark background.

Do use core pink version (with black strapline) on a light background.

Don't crop the logo in any way.

Don't use the white logo on top of detailed imagery.

Don't use black strap logo on a dark background.

Don't use white strap logo on a light background.

Don't use white strap logo on a bright background.

Don't use the core pink logo on top of detailed imagery.

Logo: size and spacing

Spacing

Please follow the above guide for the minimum safe space between the logo and any other elements.
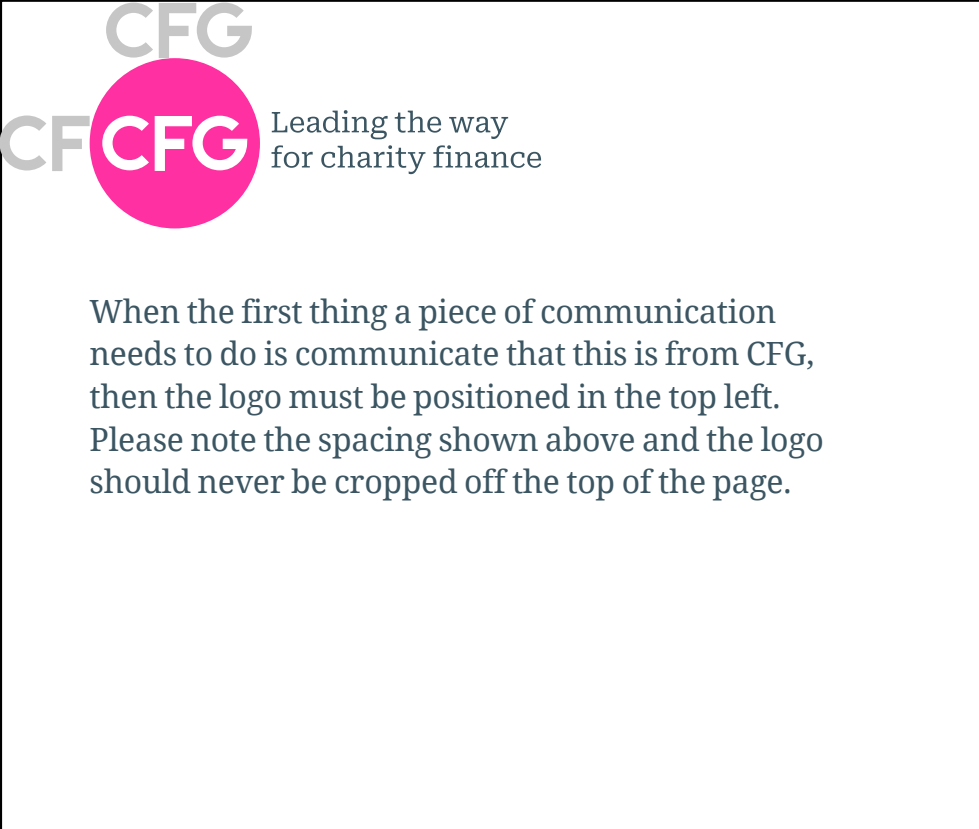
Minimum sizes

15mm

The smallest size the logo should be used for print is 15mm high.

85px

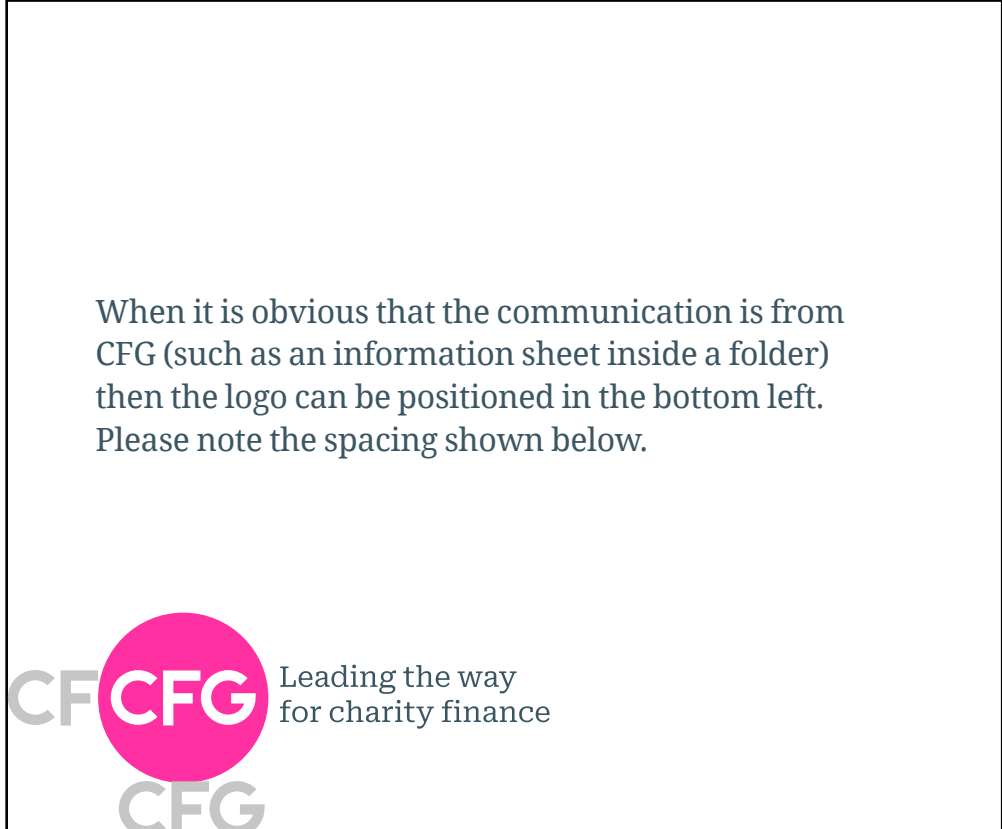The smallest size the logo should be used for on screen is 85px high.

Logo: positioning

There are two options for the logo page positioning depending on the purpose of the communication.

When the first thing a piece of communication needs to do is communicate that this is from CFG, then the logo must be positioned in the top left. Please note the spacing shown above and the logo should never be cropped off the top of the page.
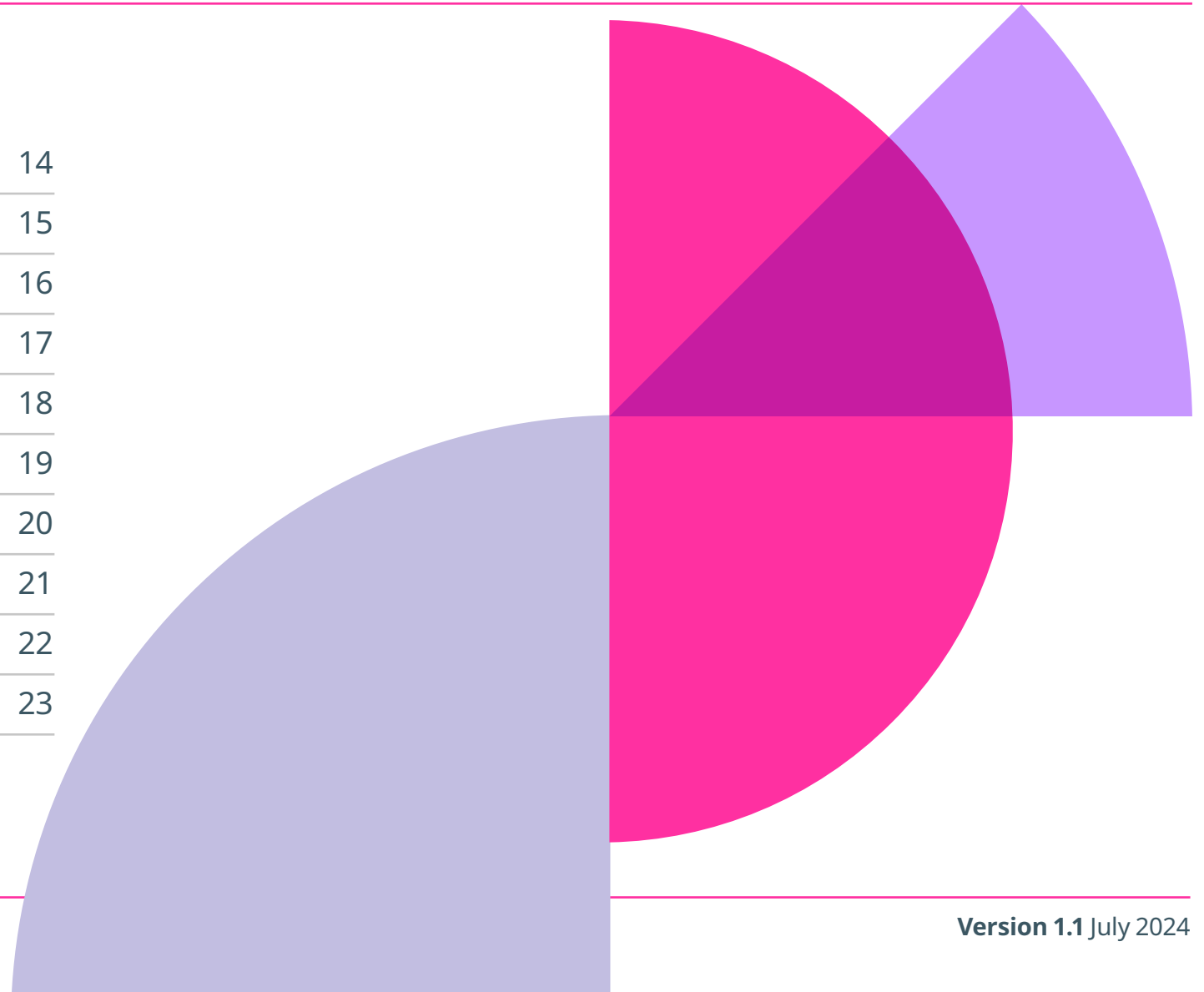
When it is obvious that the communication is from CFG (such as an information sheet inside a folder) then the logo can be positioned in the bottom left. Please note the spacing shown below.

Core brand assets

Colour: core colours

There are two core colours within the brand.

Core pink

CMYK:
C: 0
M: 85
Y: 0
K: 0

RGB:
R: 255
G: 48
B: 161

#FF30A1

Core blue
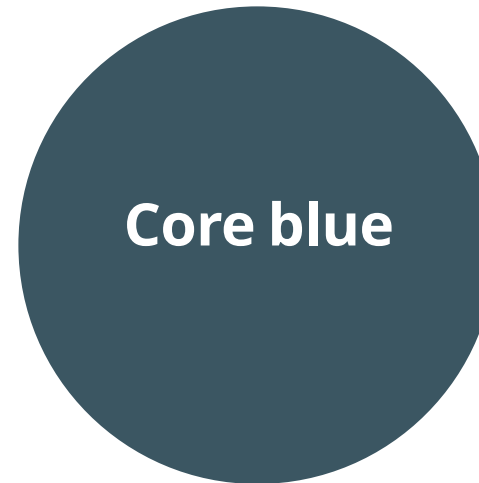
CMYK:
C: 75
M: 50
Y: 40
K: 35

RGB:
R: 59
G: 86
B: 98

#3b5662

Colour: secondary colours

In addition to the core colours, These additional colours can be used.

These have been carefully selected so either complement the core colours (on the left), or, disrupt the core colours (on the right).
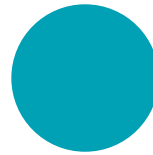
Core pink

Dark purple

Dark blue

Dark green

Core blue

Pink

Purple

Blue

Green

Light pink

Light purple

Light blue

Light green

Operational

Aspirational
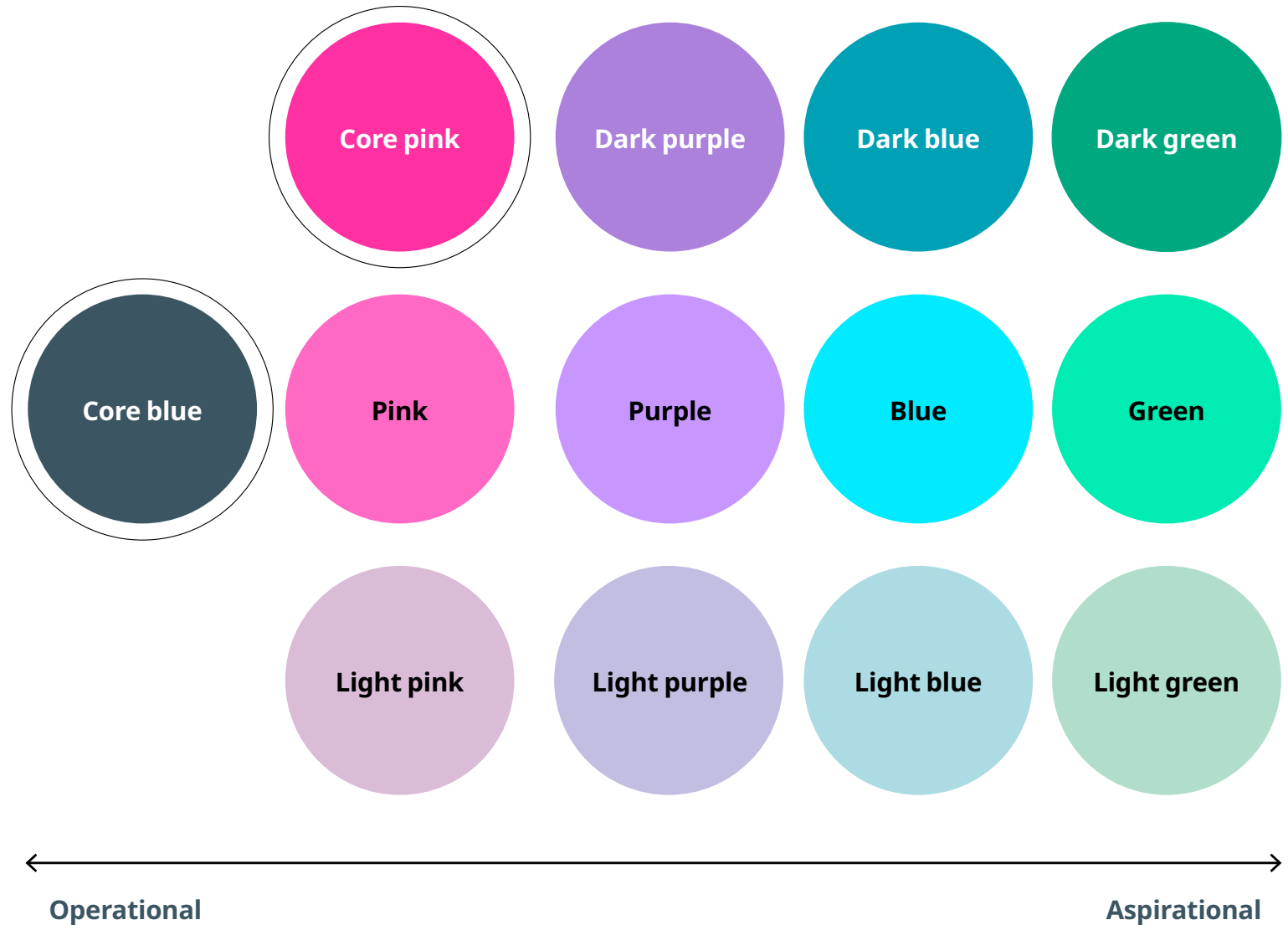
Colour: colour breakdown
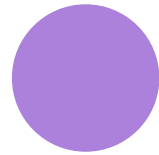
Dark purple

RGB:
R: 171
G: 129
B: 219

CMYK:
C: 45
M: 55
Y: 0
K: 0

#ab81db

Dark blue

RGB:
R: 0
G: 160
B: 181

CMYK:
C: 78
M: 15
Y: 27
K: 0

#00a0b5
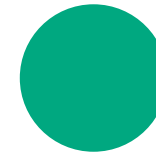
Dark green

RGB:
R: 0
G: 168
B: 128

CMYK:
C: 78
M: 0
Y: 60
K: 0

#00a880

Pink

RGB:
R: 255
G: 105
B: 196

CMYK:
C: 8
M:68
Y: 0
K: 0

#ff69c4

Purple

RGB:
R: 199
G: 150
B: 255

CMYK:
C: 35
M: 45
Y: 0
K: 0

#c796ff
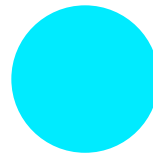
Blue

RGB:
R: 0
G: 235
B: 255

CMYK:
C: 60
M: 0
Y: 10
K: 0

#00ebff
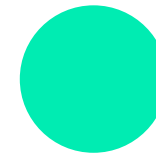
Green

RGB:
R: 0
G: 236
B: 178

CMYK:
C: 60
M: 0
Y: 50
K: 0

#00ecb2
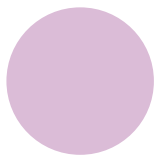
Light pink

RGB:
R: 219
G: 188
B: 215

CMYK:
C: 15
M: 30
Y: 0
K: 0

#dbbcd7
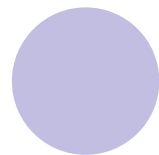
Light purple

RGB:
R: 194
G: 190
B: 225

CMYK:
C: 28
M: 25
Y: 0
K: 0

#c2bee1
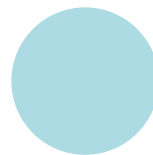
Light blue

RGB:
R: 173
G: 219
B: 227

CMYK:
C: 35
M: 0
Y: 13
K: 0

#addbe3
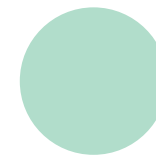
Light green

RGB:
R: 177
G: 221
B: 203

CMYK:
C: 35
M: 0
Y: 27
K: 0

#b1ddcb

Colour: selecting colours

There are four colour palettes and you should only choose one palette plus one other colour and the core pink and core blue.

Here are a few examples...

Pink palette

- Core pink
- Pink
- Light pink

Purple palette

- Dark purple
- Purple
- Light purple

Blue palette

- Dark blue
- Blue
- Light blue

Green palette

- Dark green
- Green
- Light green
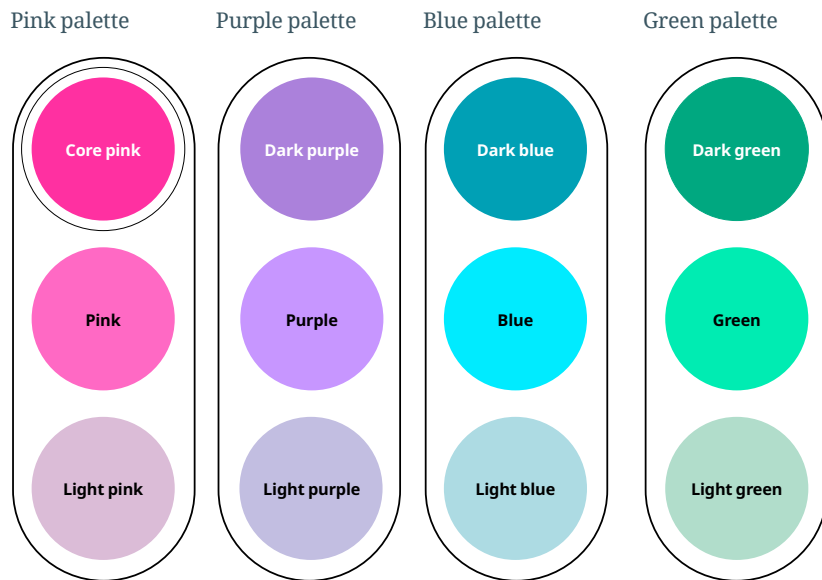
Example 1:
Choosing the pink palette plus adding the blue and core blue colours.

- Core pink
- Core blue
- Pink
- Blue
- Light pink
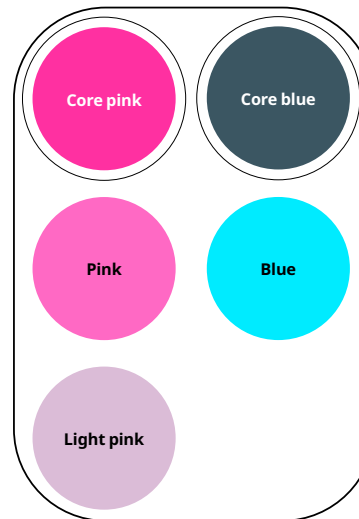
Example 2:
Choosing the purple palette plus adding the light green and core pink and core blue colours.

- Dark purple
- Core pink
- Purple
- Core blue
- Light purple
- Light green
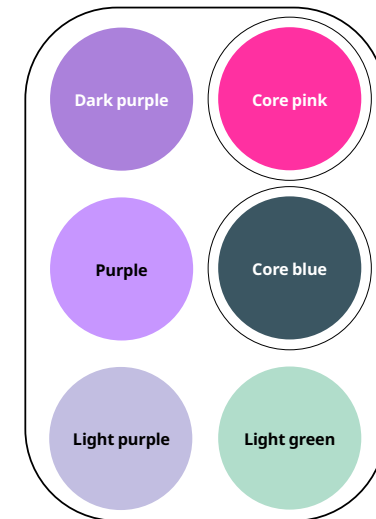
Colour: Colour overlays and tints

Colour overlays

If the program you are using allows you to create colour overlays (this is sometimes called 'multiply') then do use colour overlays to create more dynamic colour ranges. A colour overlay allows the colour to be added to the colour below it (see example below).
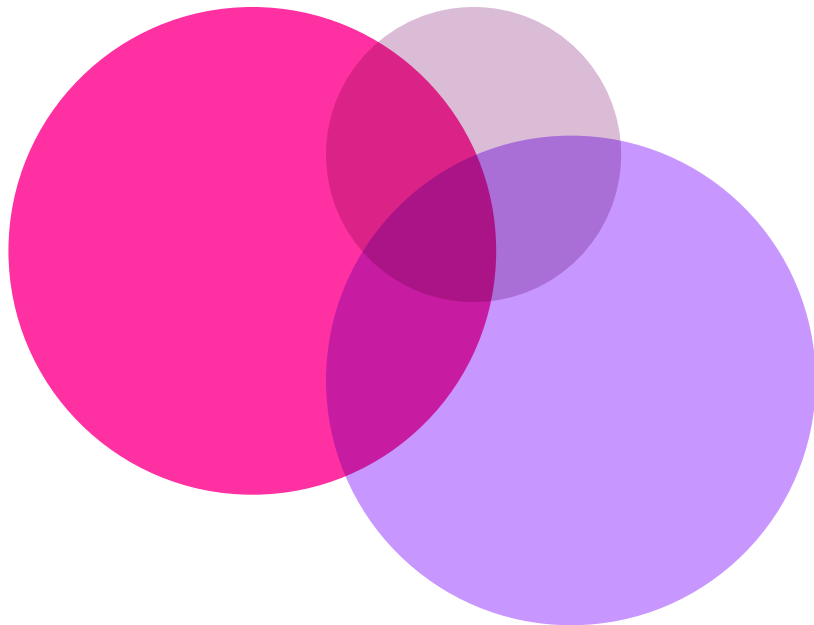
Colour tints

You can also use tints of a colour, but please avoid tints that look similar to other colours in the palette, for example.

Core pink

Core pink 75% tint

Do not use this as it is too similar to the 'pink' colour in the palette.

Pink

Core pink 50% tint

This tint is fine to use as it is not similar to any other colour in the palette.
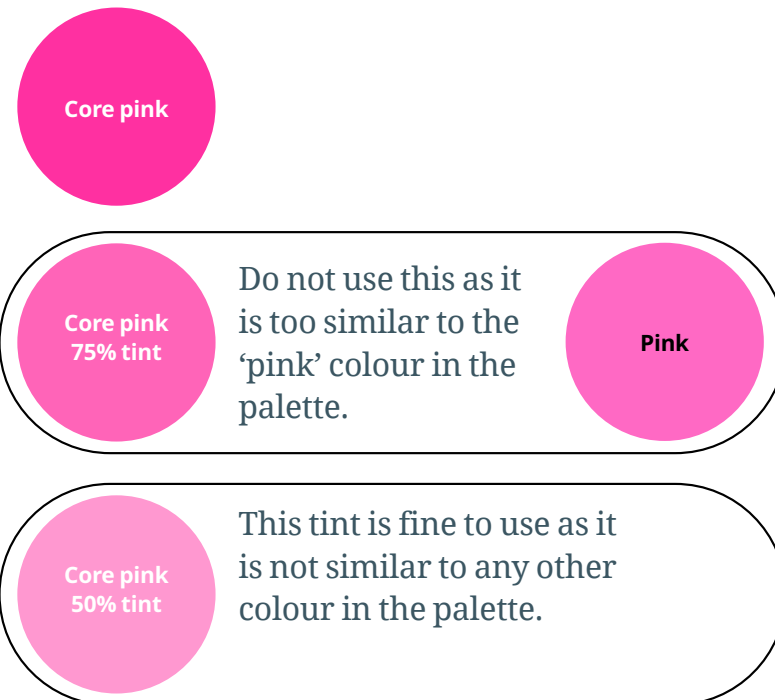
Colour: accessibility

	Core blue	Core pink	Pink	Light pink	Purple	Dark purple	Light purple	Blue	Dark blue	Light blue	Green	Dark green	Light green
Black text on colour background	✕	✕	AA Large text / AA Small text	AA Large text / AA Small text	AA Large text / AA Small text	✕	AA Large text / AA Small text	AA Large text / AA Small text	✕	AA Large text / AA Small text	AA Large text / AA Small text	✕	AA Large text / AA Small text
Core blue text on colour background	✕	✕	AA Large text	AA Large text	AA Large text	✕	AA Large text	AA Large text	✕	AA Large text	AA Large text	✕	AA Large text
White text on colour background	AA Large text / AA Small text	AA Large text	✕	✕	✕	AA Large text	✕	✕	AA Large text	✕	✕	AA Large text	✕
Colour text on white background	AA Large text / AA Small text	AA Large text	✕	✕	✕	AA Large text	✕	✕	AA Large text	✕	✕	AA Large text	✕
Colour text on core blue background	AA Large text / AA Small text	✕	AA Large text	AA Large text	AA Large text	✕	AA Large text	AA Large text	✕	AA Large text	AA Large text	✕	AA Large text
Colour text on black background	AA Large text / AA Small text	✕	AA Large text / AA Small text	AA Large text / AA Small text	AA Large text / AA Small text	✕	AA Large text / AA Small text	AA Large text / AA Small text	✕	AA Large text / AA Small text	AA Large text / AA Small text	✕	AA Large text / AA Small text

Font: Noto Sans

Noto Sans is the core brand typeface and should be used for all applications (other than body text - where Noto Serif should be used).

Noto Sans Light
Noto Sans Regular
Noto Sans Medium
Noto Sans Bold
Noto Sans Black

Abcdefghijk
1234567890

Font: Noto Serif

Noto Serif is the brand supporting typeface.
Its core use is for body text but it can also be
used for headings when a more editorial
style of communication is required.

Noto Serif Light
Noto Serif Regular
Noto Serif Medium
Noto Serif Bold
Noto Serif Black

Abcdefghijk
1234567890

Font: substitutes

If you are unable to install Noto Sans and Noto Serif on your computer or you are sharing a document with someone not have these fonts, the following 'system' fonts should be used.

Noto Sans substitute font

The substitute font for Noto Sans is Tahoma

Tahoma Regular
Tahoma Bold

Abcdefghijk 1234567890

Noto Serif substitute font

The substitute font for Noto Sans is Georgia

Georgia Regular
Georgia Bold

Abcdefghijk 1234567890

Font: typography

Whenever possible, these are the core type styles to be incorporated into all print and digital communications.

Text sizes are based on the proportions of the body text.

When creating a piece of communication, first decide the size of body copy.

Title: Noto Regular, 500% the size of the body text, ranged left with half line paragraph spaces.

Title

Sub title: Noto Regular, 250% the size of the body text, ranged left with half line paragraph spaces.

Sub title

Intro text: Noto Regular, 200% the size of the body text, ranged left with half line paragraph spaces.

Intro text

Main headers: Noto Sans Regular, 150% the size of the body text, ranged left with half line paragraph spaces.

Main header

Noto Sans

Body text header: Noto Serif Bold, same size as body text, ranged left with half line spaces.

Body text header

Body text. Officto beaque dunt ius doluptat quia net excepedi saestrum quasi dignihilia quid mod quide eatem ne nia dunt alit, sequiae cuptate poressustrum ratem quas et optas aut enient asped ut ut fugia.

Body text: Noto Serif Regular, ranged left with half line paragraph spaces.

Minimum font size:
Print:12pt ideal, 10pt absolute minimum
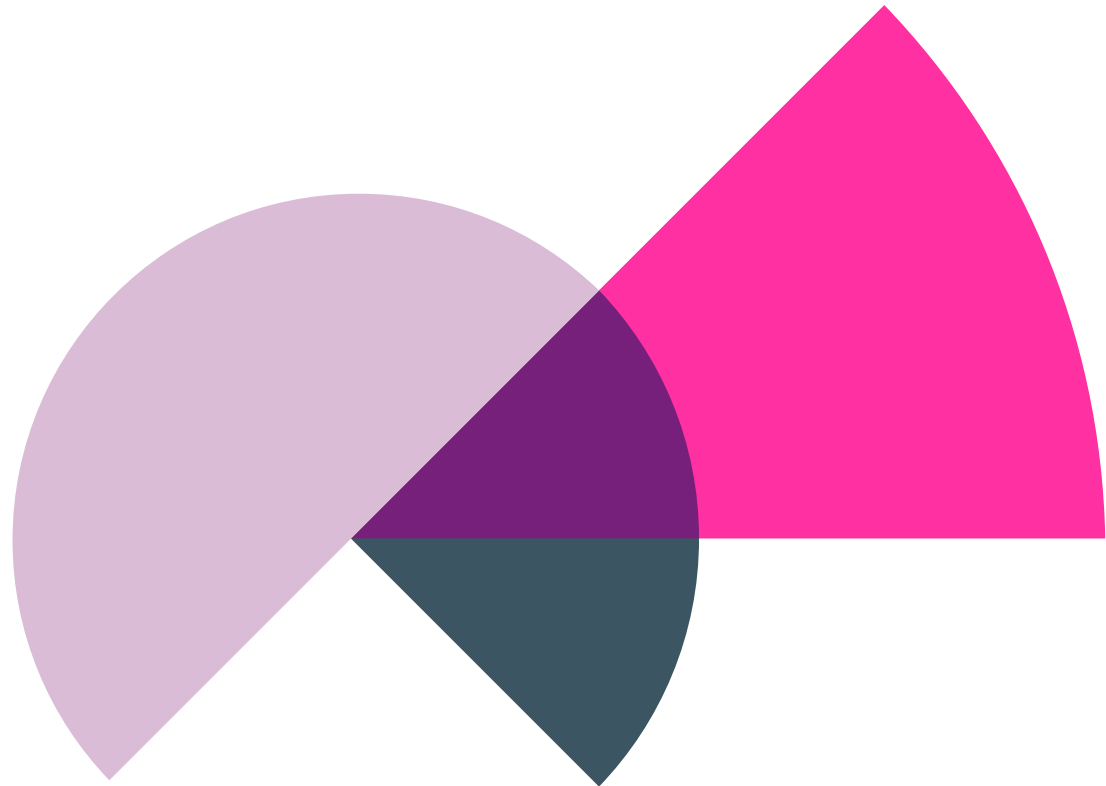On screen: 16pt ideal, 14pt absolute minimum.

Noto Serif

Wider graphic elements
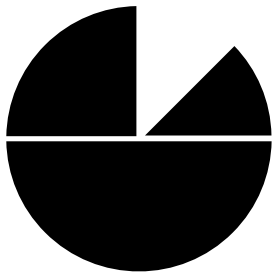
Graphic shapes

A key aspect to the brand is taking simple, obvious graphic shapes (that are representative of finance) and using them in dynamic and innovative ways.

Simple graphic shape

Used in dynamic and innovative ways

Graphic shapes: core shapes

The shapes below are the standard shapes to work with.
You are able to use different shapes to these if required, but
please use these for all standard communication purposes.

Shape 1
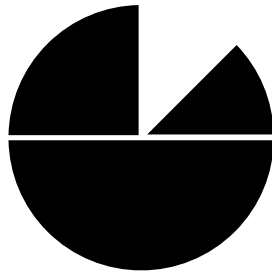
Shape 2
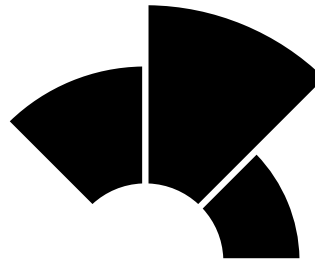
Shape 3
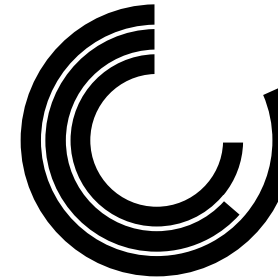
Shape 4
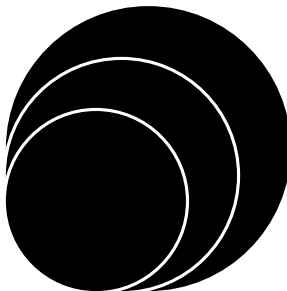
Shape 5

Graphic shapes: examples

Below are some examples of the shapes used in dynamic / innovative ways through changing the scale of the elements as well as playful use of the colour palette.
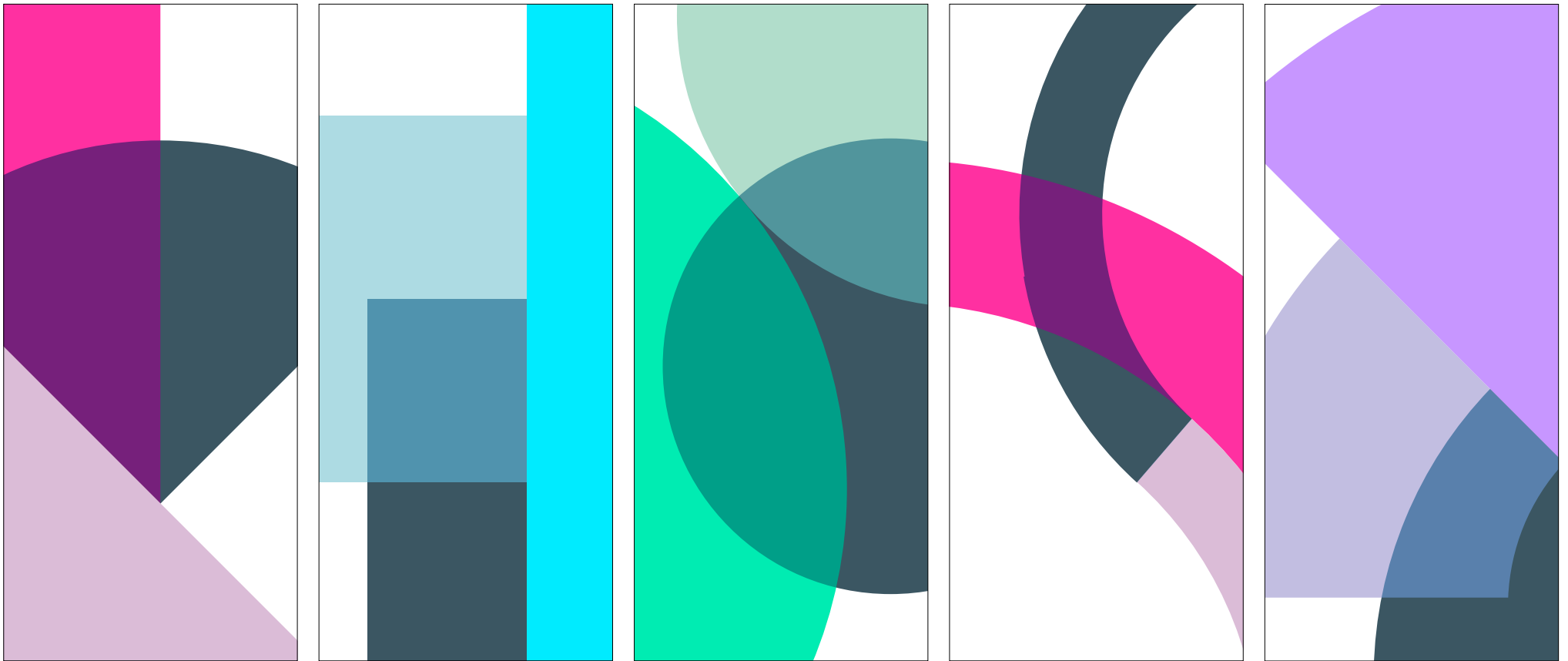
Graphic shapes: examples

More examples can be seen below, this time with core blue used as a background to anchor the other colours.
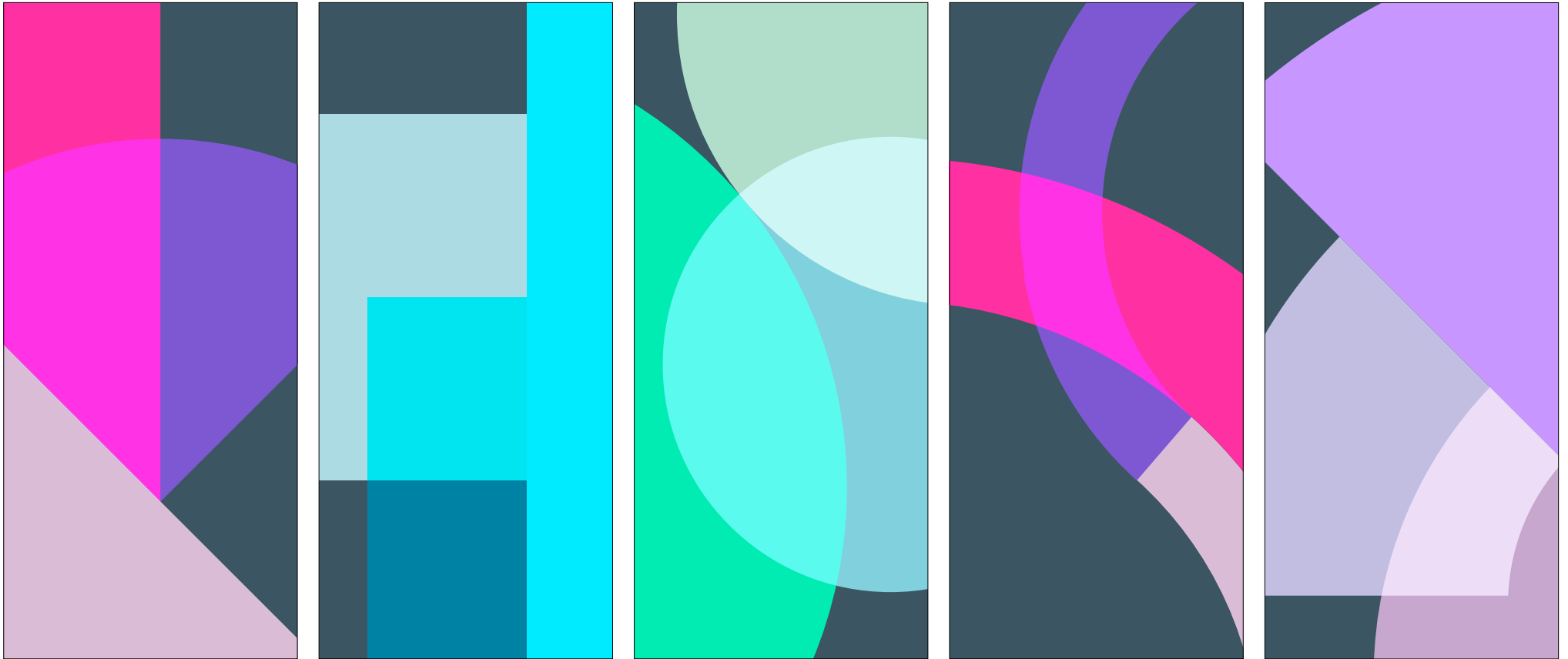
Graphic shapes: examples

Some more examples, this time using the secondary colours as background.
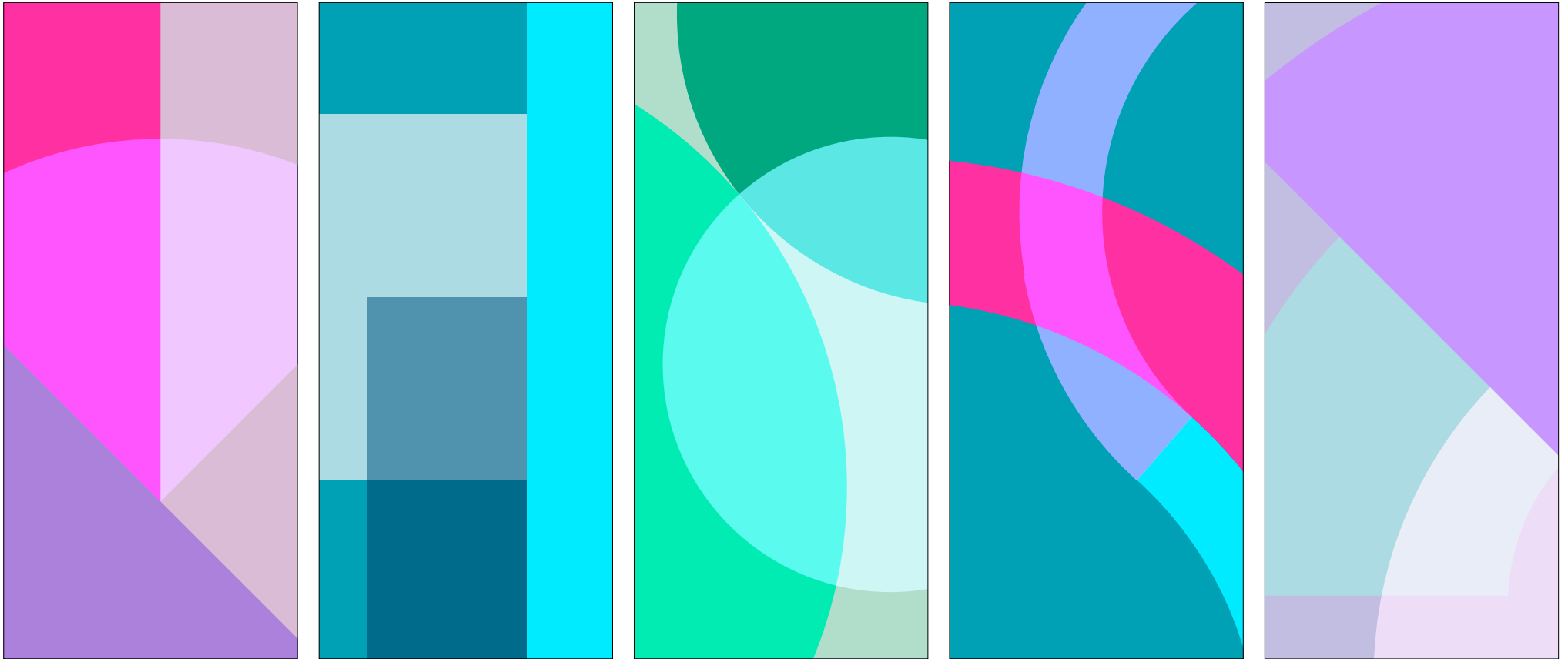
Imagery: people

People imagery

CFG celebrates the diversity of its membership and wider networks and this is reflected in our imagery. Where we can, we use our own images and those that are representative of our communities.

Imagery: people

These images can be used in dynamic and interesting ways, such as cut out, black and white, cropped into the brand graphic shapes and bleeding out of the brand graphic shapes.

Imagery: abstract

As well as people imagery, the brand also uses metaphoric and abstract imagery that, like the graphic shapes, is suggestive to the wider topic of finance, or, more specifically to individual subject matters. When possible, the colour of these images should be in keeping with the brands wider colour palettte.
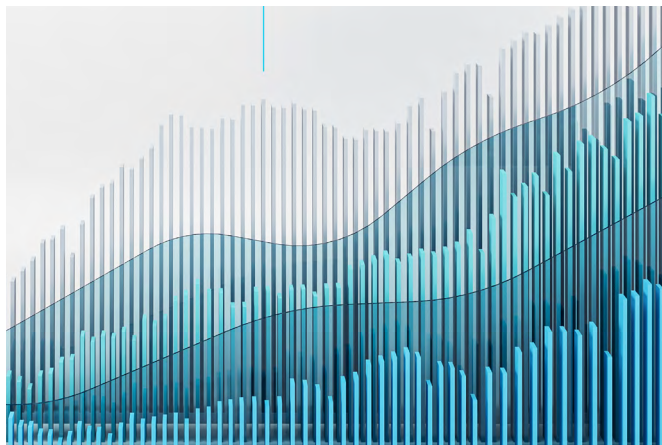
Imagery: abstract

These abstract images should be used in the graphic shapes as well as in combination with the people imagery.

Iconography

The brand has a large range of standard icons. Each of these icons are created as lines (of the same thickness) and contained within a circle. If you need to create a new icon, it is important that it is done in the same style and line thickness as these standard icons.
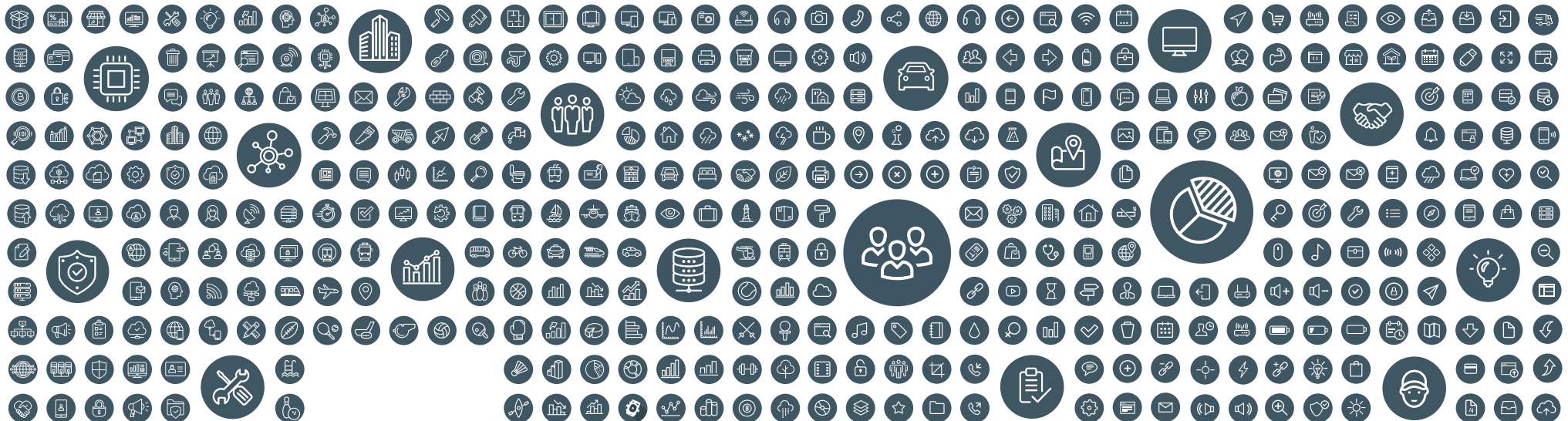
Iconography

These icons can be used in any of the brand colours as long as the accessibility standard is met. See page 19 for more on colour accessibility.

Tone of voice
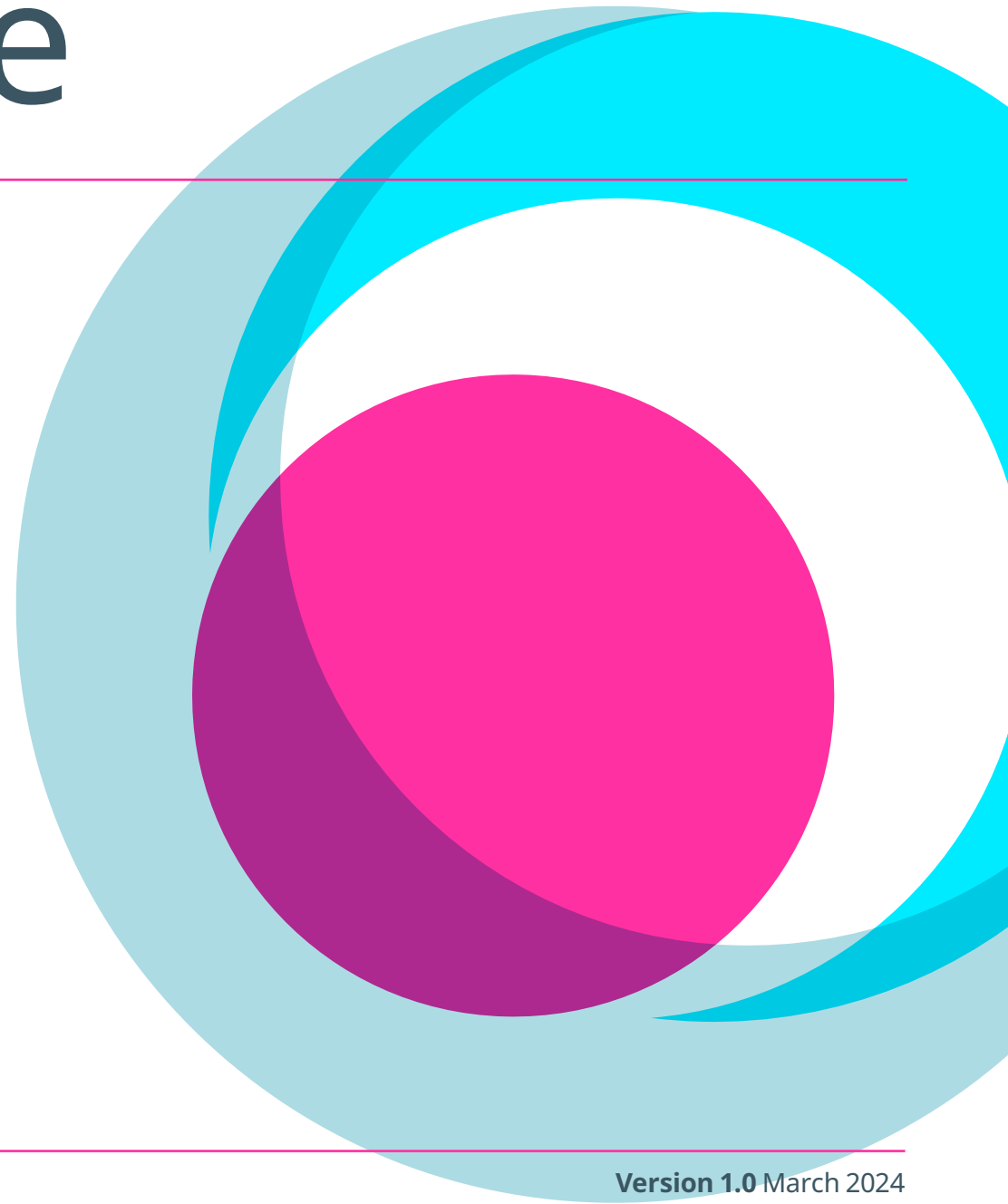
Tone of voice

Our writing reflects the way we speak in person. Our tone of voice is:

• confident but not arrogant.

• friendly but not jokey.

• professional but not uptight.

We say CFG is, not CFG are. CFG (or Charity Finance Group) is a singular entity. We never say The CFG or The Charity Finance Group. Examples:

• CFG is the charity that inspires a financially confident, trustworthy and dynamic charity sector.

• CFG has been helping charities and social change organisations to be financially confident since 1987.

We talk about CFG in the third person plural (we, our):

• 'Our Annual Conference was a big success with our members'.

• 'We are holding a series of roundtables for our members'.

• 'Come and join us at our summer gathering'.

We talk directly to our audience in second person (you, your).

• 'We want to be a part of your finance journey'.

• 'We want you to think of the CFG team as an extension of your own'.

We choose an active tone over a passive one.

• 'The CFG team invited members to share their insights' not 'Members were invited by the CFG team to share their insights'.

We make our writing readable and user-friendly by:

• using simple, accessible language – choosing short words over long ones.

• avoiding buzzwords, generalisations, and hyperbole.

• breaking text up into three to five line paragraphs for easy scanning.

• using headings and bullet points to make points more digestible.

• linking to other pages to help the reader navigate our content.

• checking facts, proofing text, and testing links work before publishing.

• signposting to other helpful resources to add value to the content.

We use gender-neutral language to be inclusive.

• use 'they', 'them', and 'their' over 'he', 'she', 'his' and 'her', unless you're referring to specific people (e.g. 'When a finance leader submits the Annual Report, they will be...').

• avoid gendered terms (e.g. 'Hey guys', 'man-hours').

Copywriting checklist

Questions to ask yourself before you start writing copy...

✓ **Who is your audience or audiences?**

If the audience has several segments, is there time to write variations of the copy and use different versions for different segments? e.g. small charities, medium charities, large charities.

✓ **What's the benefit to them of the product, service or event you are selling?**

✓ **What makes this interesting?**

Is there a news hook such as big social themes? Think 'cost of living crisis' or moments such as awareness days, a debate in parliament, government consultation, new research.

After you've written the copy, please use the following checklist, as well as the information below, to speed up the sign off process.

✓ **Is your copy targeted at the right audience?**

✓ **Is your copy engaging and interesting?**

Tip! Read your copy out loud and preferably to someone else. If it doesn't grab you or the person you're saying it to, why would it excite our audiences? If it sounds boring or rude, have a rethink or ask a colleague to review.

✓ **Have you used any Random capital Letters?**

Tip! Don't! Capital letters are for proper nouns and job titles only – a word may 'feel' important in your sentence, but that is not a sufficient reason to give it the status of a proper noun.

✓ **Have you checked for spelling, grammar, typos?**

Tip! Read your copy aloud to help you spot errors which your brain corrects for automatically when you only look across the text.

✓ **Have you used links rather than adding in URLs?**

Tip! Rewrite your sentence to have a clear section for your link – don't use 'click here' or similar.

✓ **For copy on the website: have you adjusted for widows?**

Tip! Find out more about widows and orphans and what they mean to digital and print copy.

✓ **Have you used bold sparingly but for impact?**

Tip! Don't use italics as this reduces accessibility.

Our style guide

We write headings in sentence case with no full stop at the end.
- We work with other charities to improve financial management and leadership
- Tools, processes and policies
- Charity finance leaders connect at CFG's conference

We use contractions to make our writing flow better.
- We're proud of the work we deliver to help grow the next generation of charity finance leaders.
- We'll work with you to understand how you can benefit from our services and products.

We don't hyphenate compound words.
- Multidisciplinary not multi-disciplinary.
- Micromanage not micro-manage.
- Biweekly not bi-weekly.

And we don't hyphenate phrases...
- High profile not high-profile.
- High stakes not high-stakes.

...with these exceptions:
- User-friendly.
- E-commerce.
- E-marketing.
- E-learning.
- Fractions (e.g. three-quarters).
- Up-to-date.

We introduce unfamiliar acronyms in full the first time we use them on each page, including our own name.
- We worked with Imperial War Museums (IWM).
- A good way to test an idea is to build a minimum viable product (MVP).
- Charity Finance Group (CFG) has launched a new service.

We write job titles in title case and in full.
- Head of Policy.
- Chief Executive Officer.

We apply the following rules when writing numbers:
- Write numbers one to ten as full words.
- Add commas to numbers over three digits (1,000+).
- Use the % symbol rather than per cent.
- But spell out and hyphenate fractions (e.g. three-quarters).
- Use a hyphen to indicate a range |(e.g. 50-100).
- Format phone numbers like this: 0207 123 4567.

We write years, dates and times like this:
- 15 January 1986.
- Wednesday, 15 January 1986.
- 5:15pm, 3pm – no 24 hour clock.
- 2023/24 - not 23/24 or 2023/2024

Our style guide

We follow these conventions for punctuation use:

- Use a single space after a full stop. Never a double space.
- Use the Oxford comma in lists.
- Use exclamation marks sparingly. They work well on social media and in direct communication but we should use them rarely on our website, in our handbook, or in formal documents.
- Don't use the ampersand (&) unless it's part of a company or brand name.
- We write e.g. and i.e. not eg and ie.

We treat links like this:

- If it appears online we embed a hyperlink in the text.
- If it appears in a printed document, like a flyer, we include the link in full without the http://www. all in lower case: 'Download The Finance Journey at cfg.org.uk/knowledge-hub/finance_journey'.
- However, on printed materials please avoid this approach where a QR code can be generated and used for each URL. Preferably use a bit.ly account to do this.

Anything you aren't sure about?

Please email the team for guidance.

You can also check the Guardian style guide if you're unclear about any style points.

Leading the way
for charity finance

Charity Finance Group (CFG)
7-14 Great Dover St
London SE1 4YR

www.cfg.org.uk
info@cfg.org.uk
Telephone: 0845 345 3192
Fax: 0845 345 3193

Registered charity in England and Wales no.: 1054914
Registered charity in Scotland no.: SC052037
Company no.: 3182826