



# Visibility & branding guidelines

January 2024

# Introduction

Help a Child's mission is to provide a future for children living in poverty, together with their family and their entire community. From the very first day of Help a Child's existence our organization pushed for the rights and opportunities of vulnerable children, overcoming many challenges. We built up strong partnerships and together with our partner organizations, we improved our programs all along. Our logo stands for thousands of children whose lives have been changed and on the other hand, represents thousands of people and organizations who support our mission. This is why our brand is of high value and needs to be handled properly.

This handbook sets the standards about how to apply our logo and corporate elements and is developed for Help a Child staff at all levels, implementing partners, contractors and anyone else interested in joining our mission.

All corporate elements, formats and templates discussed below can be downloaded at [Sharepoint](#) (for employees) or requested for through [martine.kamps@redeenkind.nl](mailto:martine.kamps@redeenkind.nl).



# Content

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## 1.1 | mission and vision

### **Our mission**

Help a Child provides a future for children in need, their family and their entire community.

### **Our vision**

As a Christian non-profit organization Help a Child wants every child – regardless of their social, political, religious, ethnic or economic background – to have a life in dignity, with love and with a promising future.

### Our official tagline

Providing a future for children in need.

→ Our tagline is our topline statement and the short and memorable description of our organization, that becomes identified with our logo. Wherever we introduce Help a Child, this tagline should be mentioned. Think of websites and social media, T-shirts and banners, (recruitment) advertisements, radio spots and so on.



### 15 words

Help a Child provides a future for children in need, their family and their entire community.

### 52 words (approach focused)

Help a Child is a Christian, international relief and development organization, founded in 1968 in the Netherlands. Help a Child provides a future for children in need, their family and their entire community. By empowering vulnerable communities, we help them to change their own living conditions and opportunities in a sustainable way.



### 57 words (organization focused)

Help a Child is a Christian, international relief and development organization, founded in 1968 in the Netherlands. Help a Child provides a future for children in need, their family and their entire community. We work together with international and local partners. Help a Child works across India, Kenya, Malawi, Burundi, Rwanda, DRC, Uganda, Somalia and South Sudan.



### 109 words

Help a Child (in Dutch: Red een Kind) is a Christian, international relief and development organization, founded in 1968 in the Netherlands. Help a Child provides a future for children in need, their family and their entire community. By empowering vulnerable communities, we help them to change their own living conditions and opportunities in a sustainable way. Help a Child works in areas with a high incidence of poverty or in places where children and families are extra vulnerable due to disasters or (imminent) conflicts. We work together with international and local partners. Help a Child works across India, Kenya, Malawi, Burundi, Rwanda, DRC, Uganda, Somalia and South Sudan.





### 155 words

Help a Child (in Dutch: Red een Kind) is a Christian, international relief and development organization, founded in 1968 in the Netherlands. Help a Child provides a future for children in need, their family and their entire community. By empowering vulnerable communities, we help them to change their own living conditions and opportunities in a sustainable way. Help a Child works in areas with a high incidence of poverty or in places where children and families are extra vulnerable due to disasters or (imminent) conflicts. We work together with international and local partners. Help a Child works

across India, Kenya, Malawi, Burundi, Rwanda, DRC, Uganda, Somalia and South Sudan.

In cooperation with knowledge organizations, capital funds and institutional donors, Help a Child develops innovative programs with specific expertise in Early Childhood Development, Child Protection and Youth & Work. Help a Child is supported by a broad constituency of individual sponsors, churches, foundations, companies and schools.



## 1.4 | our history

**1968** 'Orphans starving'. This telegram with a cry of distress from India, sent to Mr. and Mrs. Rookmaaker, means the start of 'Redt een Kind' (Help a Child) in The Netherlands in 1968.



Logo 'Redt een Kind' (Help a Child) in 1968

**2011** Red een Kind changes to the current logo



**2016** In a few years time more country offices of Red een Kind are being established. We are now officially Help a Child: an international NGO, represented with an office in 7 countries.

**1970** Help a Child starts with supporting children's homes in Africa.



**2008** The establishment of Help a Child Africa in Nairobi is the first step of our decentralization process.

**2011** From supporting individual children in homes to empowering whole communities through our Child Centered Community Program. This transformation is the fruit of many lessons learnt in three decades. In 2011 the first CCCD-program officially starts in Bugesera, Rwanda.

# Corporate values

We support children and families in need, because we follow Jesus Christ, who showed us God's love for mankind. The Bible teaches us to pass on God's love, to be merciful, to bring justice, to reconcile and to be good stewards. These Christian principles inspire us to give our best in all circumstances. Our corporate values are:



## **We value every child**

We believe that every child is a unique gift from God, made in His image. We include all children, no matter their background, religion or abilities.



## **We empower people**

We encourage children, youth, and adults to use their God-given abilities. We strengthen community structures and mobilize local resources.



## **We are faithful**

We are trustworthy and accountable to the ones we support and the ones supporting us. We use our resources wisely, effectively, and efficiently.



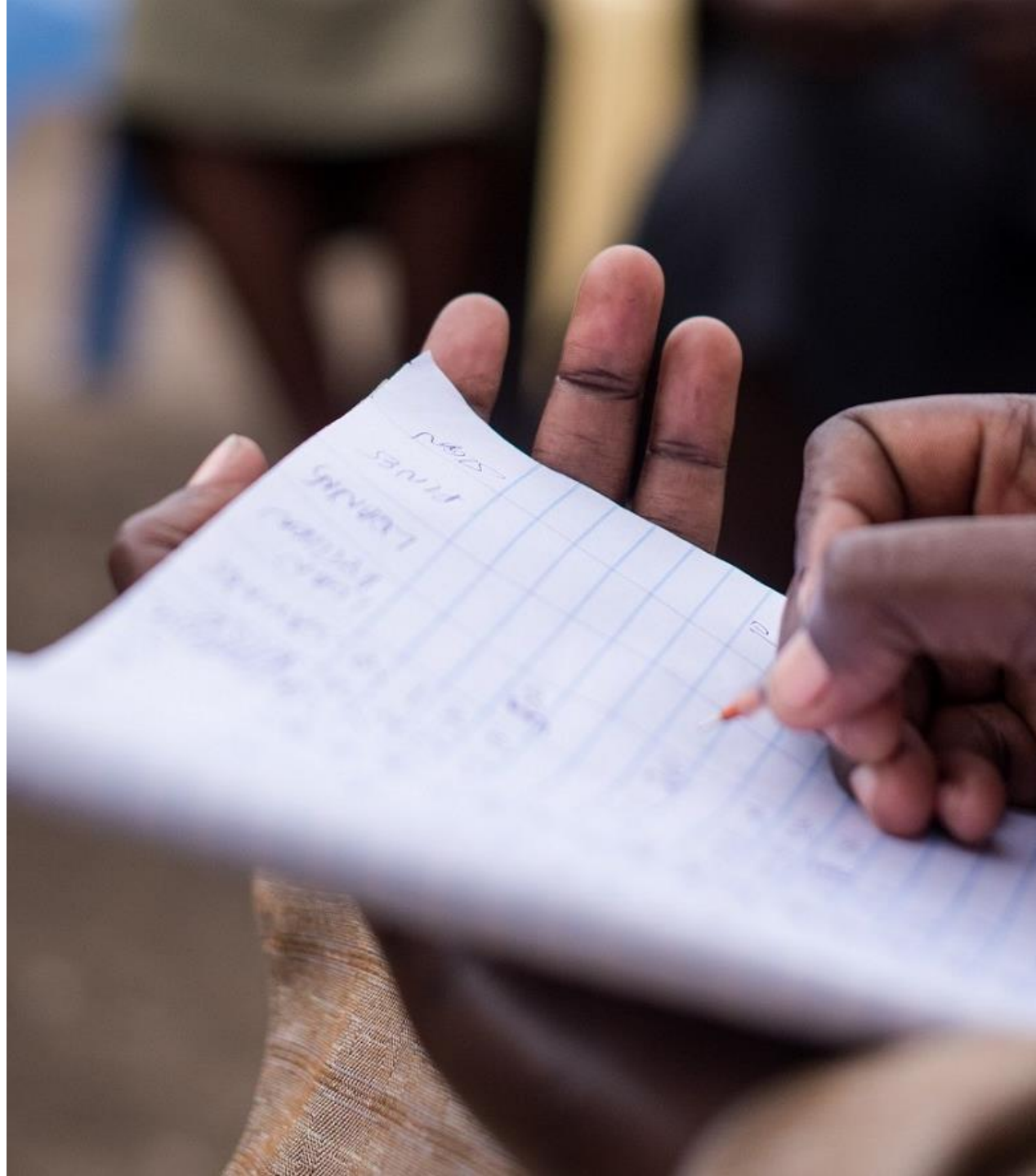
## **We embrace partnership**

We work with others based on equality and respect. We are loyal and honest and expect the same from our partners.



## **We learn and adjust**

We are eager to learn and open-minded. We appreciate feedback and we learn from our mistakes.





## 2.1 | our logo

The red icon represents Help a Child's **vision**: A playful childhood and a bright future for every child.



The handwritten words in our logo refer to the alarming letter sent from India, which meant the **start** of Help a Child in 1968.  
Font: Olivier (only to be used for these two words in our logo).



Children are at the **center** of Help a Child. This is why 'child' is written in capitals.  
Font: Nunito Extra Black (only to be used for this word in our logo).

© The Help a Child logo is the graphic representation of Help a Child International. HAC has taken measures to protect this intellectual property under the Copyright and Trademark laws. It is not allowed to use or create sub-brands or logos without explicit approval of the corporate communication department.

## 2.2 | logo variants



International corporate logo



Example country logo.  
Every country office has its own



Corporate logo of our Dutch affiliate Red een Kind

## 2.3 | logo color options



Full color orange/red  
logo = dominant logo

**Usage:** our dominant logo - use whenever possible, as long as colors match with background and the logo is clearly visible. Most optimal is a white or black background.



Total white logo

**Usage:** against dark(er) backgrounds or against colors that do not match with the two colored version (for example in a social media message or in the closing credits of a video).

**2.4 | incorrect logo usage**



Stretched



Squeezed



Distorted



Faded colors



Fancy effects

## 2.5 | logo size

Minimum clear space around logo

Minimum screen size corporate logo  
H: 145 pixels  
W: 270 pixels



Minimum print size corporate logo  
H: 22 mm | 0.86 in  
W: 40 mm | 15.6 in

Minimum screen size country logo  
H: 204 pixels  
W: 309 pixels



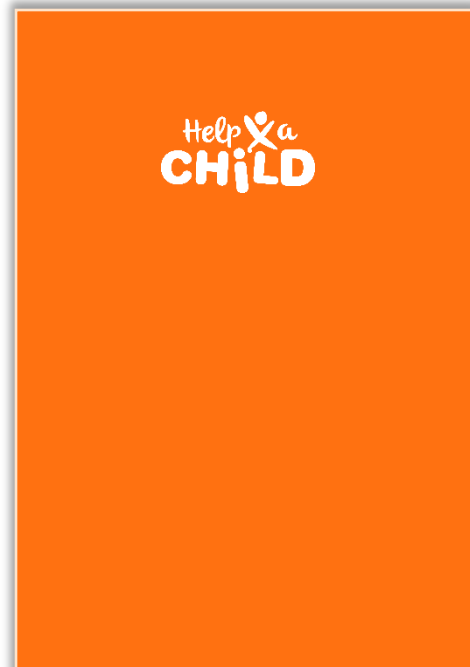
Minimum print size country logo  
H: 27 mm | 1.05 in  
W: 40 mm | 1.56 in

## 2.6 | background colors

### Corporate background colors



**Background 1:** white (most optimal)



**Background 2:** orange (suitable for T-shirts, ballpoints and other promotional items)



**Background 3:** black or grey tones (suitable for closing credits in movies, powerpoint presentations etc.)

### Background colors of other companies / organizations



Make sure the logo is clearly visible and matches with the background color. If not, change the logo variant.

## 2.7 | logo placement

**Incorrect placement:** due to the background colors the logo is hardly visible



**Incorrect placement:** the logo is disproportionate to this photo and partly covers the bike



**Correct placement:** the all logo is in the right position and clearly visible.



**Correct placement:** the all white logo is in the right position and clearly visible



**Incorrect placement:** the logo is not placed in one of the bottom corners

**Incorrect placement:** the logo box is hiding a vital part of the picture

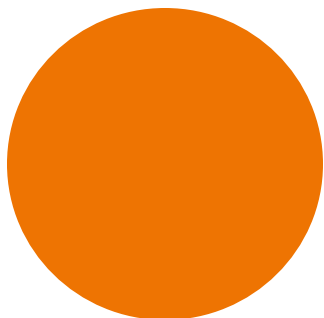


**Correct placement:** the logo in square is in the right position and not covering

## 3.1 | our colors

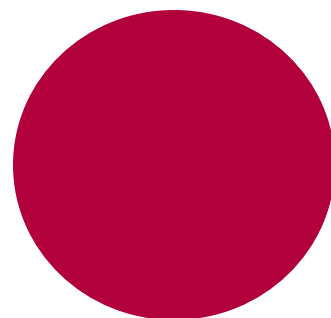
All colors have their own RGB code as well as a CMYK code. When briefing your designer on printed items (such as brochures, banners or T-shirts), use the CMYK code. For online use (website, social media), use the RGB code. Otherwise colors might deviate from the standard,

### Primary colors



#### LOGO ORANGE

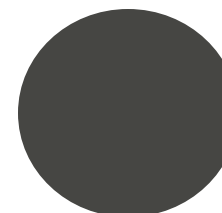
Web: **R** 238 **G** 116 **B** 2  
Print: **C** 0 **M** 70 **Y** 100 **K** 0  
HEX: #EE4702



#### LOGO RED

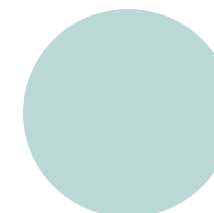
Web: **R** 177 **G** 0 **B** 59  
Print: **C** 0 **M** 100 **Y** 63 **K** 12  
HEX: #B1003B

### Secondary colors



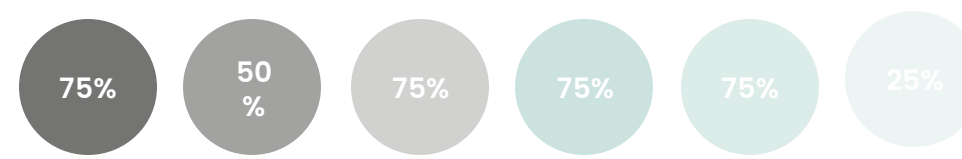
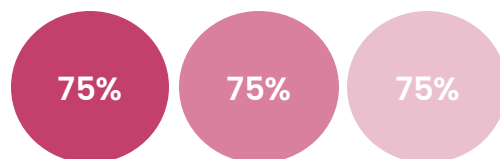
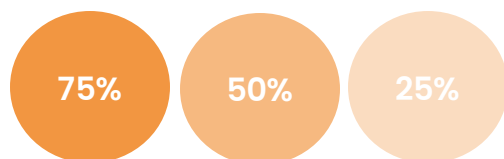
#### ANTHRACITE

Web: **R** 70 **G** 70 **B** 67  
Print: **C** 5 **M** 5 **Y** 10 **K** 85  
HEX: #464643



#### TURQUISE

Web: **R** 186 **G** 217 **B** 212  
Print: **C** 37 **M** 0 **Y** 20 **K** 0  
HEX: #BAD9D4





## 3.2 | our fonts

Help a Child uses a set of three corporate fonts, meant for all unalterable, fixed expressions, such as advertisements (and all other productions made by professional designers), printed letters, PDF files etc. These three fonts are Poppins, Spectral and Caveat (see following slides).

Outside Help a Child, most people likely will not have Poppins or Spectral installed on their laptops. This means that editable Word files, PowerPoint presentations etc. will look weird because Windows will automatically replace the uninstalled fonts.

Therefore, we use the Veranda font as our alternative font for all adaptable external expressions, such as e-mails, word-documents that are attached to emails and templates to be filled out by partners.

	Corporate fonts	Alternative font
<b>Font type</b>	<b>Poppins, Spectral &amp; Caveat</b>	<b>Verdana</b>
<b>When to use</b>	<ul style="list-style-type: none"> <li>All productions made by professional designers</li> <li>All 'fixed' and final corporate documents*</li> <li>All internal communication (except from e-mails)</li> <li>All online communication</li> </ul> <p><i>*Always make sure to save final versions of corporate documents as a PDF (Adobe) before distributing it to others. Always keep an editable version to be able to update these documents.</i></p>	<ul style="list-style-type: none"> <li>All templates to be filled out by external parties (partners, governments etc.)</li> <li>E-mails</li> </ul>
<b>Examples</b>	<ul style="list-style-type: none"> <li>Advertisements</li> <li>Manuals, policies</li> <li>Printed letters, brochures etc.</li> <li>Banners, pens, car stickers T-shirts etc.</li> </ul>	<ul style="list-style-type: none"> <li>Annual report template, Multi-Annual Project Plan template</li> <li>E-mails</li> </ul>

The Poppins font is our primary font, meant for headings, subheadings and body text. It is a freely available sans serif google font, freely downloadable at [fonts.google.com](https://fonts.google.com) and available at our SharePoint platform.

### Help a Child provides a future for children in need

We allow the following variants:

**Poppins extra bold:**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopq...**

**Poppins bold:** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**abcdefghijklmnopq...**

**Poppins semi bold:**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopq...**

Poppins regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopq...

*Poppins italic:* ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopq...*

Poppins light: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopq...

The Spectral font is our secondary font, meant for shorter texts, such as quotes or text boxes or to make distinction between It is a freely available serif google font, freely downloadable at [fonts.google.com](https://fonts.google.com) and available at our SharePoint platform.

### Help a Child provides a future for children in need

We allow the following variants:

**Spectral extra bold:**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopq...

**Spectral bold:** ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopq...

*Spectral bold italic:*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopq...

Spectral regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopq...

*Spectral italic:* ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopq...

Spectral light: ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopq...

The Caveat font is our tertiary font. It is a script font, only meant to highlight the most importance sentence, for example in advertisement. The Caveat font is a google font, freely downloadable at [fonts.google.com](https://fonts.google.com) and available at our SharePoint platform.

*Help a Child provides a future for children in need*

We allow the following variants:

*Caveat regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz...*

Help a Child uses the Veranda font as the alternative font for all adaptable external expressions, such as e-mails, word documents that are attached to emails and templates to be filled out by partners.

### Help a Child provides a future for children in need


We allow the following variants:

**Verdana bold:**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopq...**

Verdana: ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopq...

### 3.3 | text alignment rules

In Help a Child official documents such as letters, reports, manuals and policy documents, we always use left alignment for running text.



In Help a Child official documents such as letters, reports, manuals and policy documents, we always use left text alignment. In Help a Child official documents such as letters, reports,

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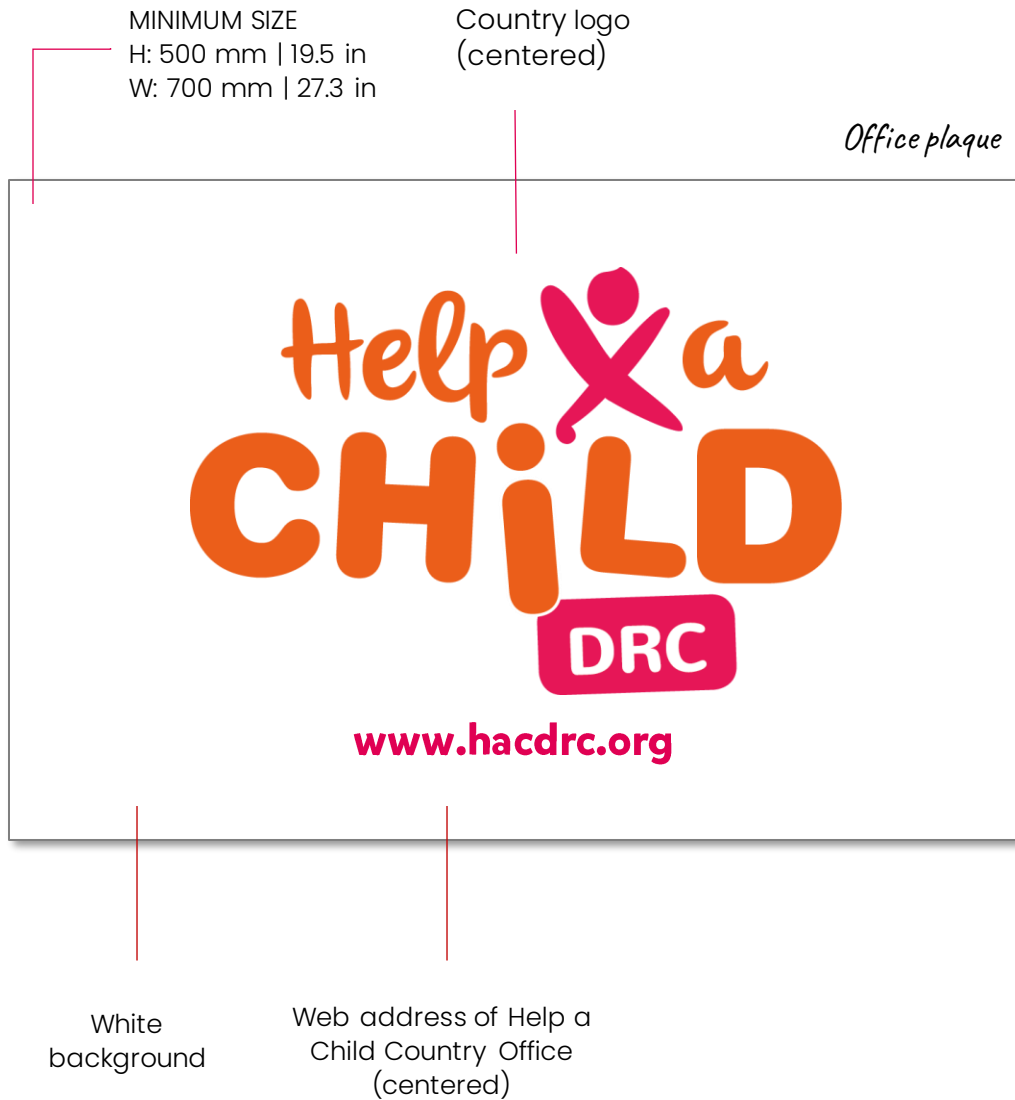
**Postadres:**  
Postbus 4038  
8054 CC Zwolle

**Bezoekadres:**  
D. Stegmannhof 11  
8054 HL Zwolle

**T:** 036 - 480 40 40  
**A:** info@redxeen.nl  
**W:** www.redxeen.nl

**REKENINGNUMMER:** 2177 3328 80

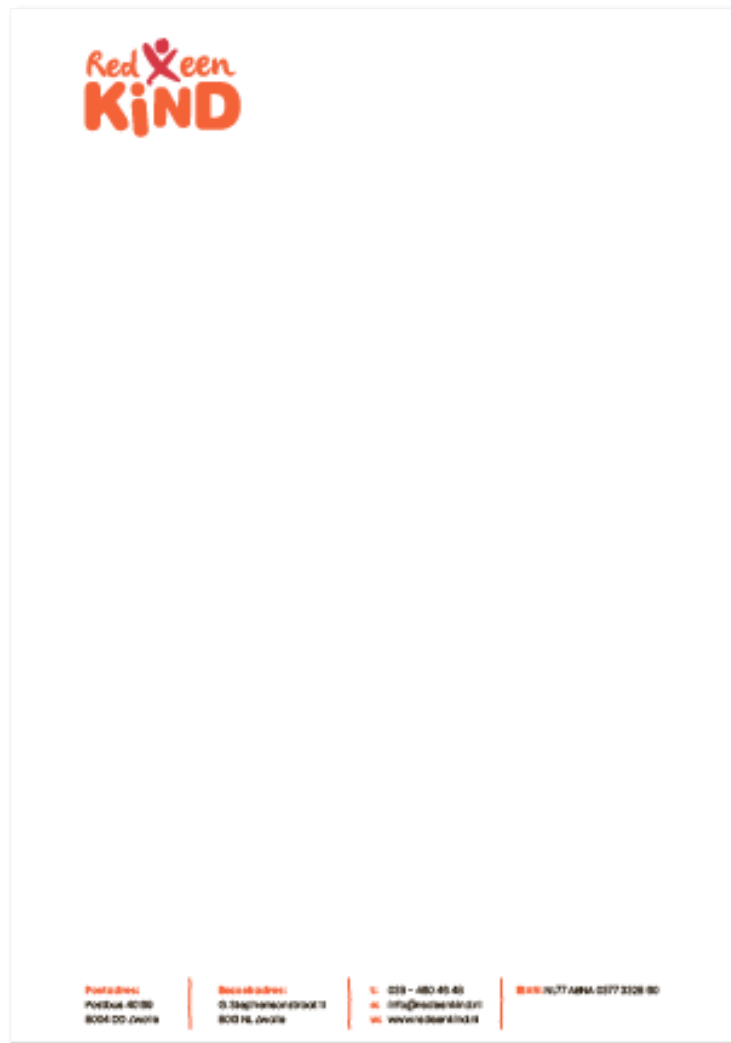
## 4.1 | office signage



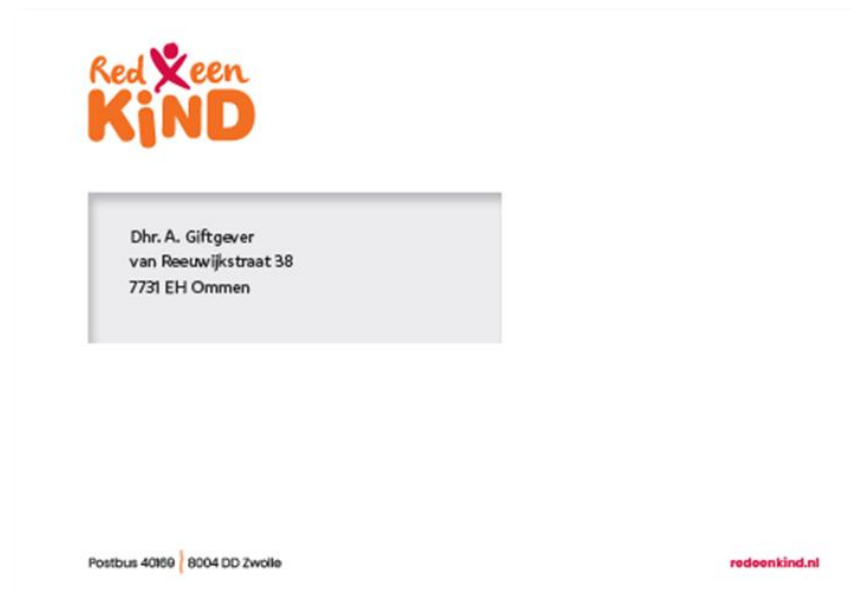
For visitors to one of our Help a Child offices, the signage might be the first thing they encounter. That's why it should carry all corporate element in a right way to make a good first impression. Make sure the boards material is of good quality to counteract rust, changing or fading of colors.

## 4.2 | stationary

### Letterhead



### Envelope





## 4.3 | personalized items

*Business card, front side*



PICTURE  
Head and shoulders,  
bright colors,  
at least 1 MB\*

*Business card, back side*



COUNTRY OFFICE ADDRESS

## 4.3 | personalized items

*E-signature*



**FRANÇOIS BIZIMANA**

MEAL officer

**T** +257 - 76 40 51 14 **S** francois3057

NAME  
Poppins extra bold, 15 pt.

FUNCTION  
Poppins light, 9 pt

T & S:  
Poppins black, 8.7 pt  
Help a Child Red

Contact data:  
Poppins regular, 8.7 pt  
Help a Child grey

Country logo and  
corporate website  
address

*NGO Card, front side*

**Emergency Number Help a Child: +21 71 568 18 32**

When contacting us, please provide the following:

1. Your name
2. Your location
3. Your condition and query
4. A telephone number where we can contact you



Relief & Development Organization

**NGO ID Card**

Date of issue 08/01/2020 - Expire date 08/01/2025  
NGO Reg. No. 1278/19/DCRL/2018

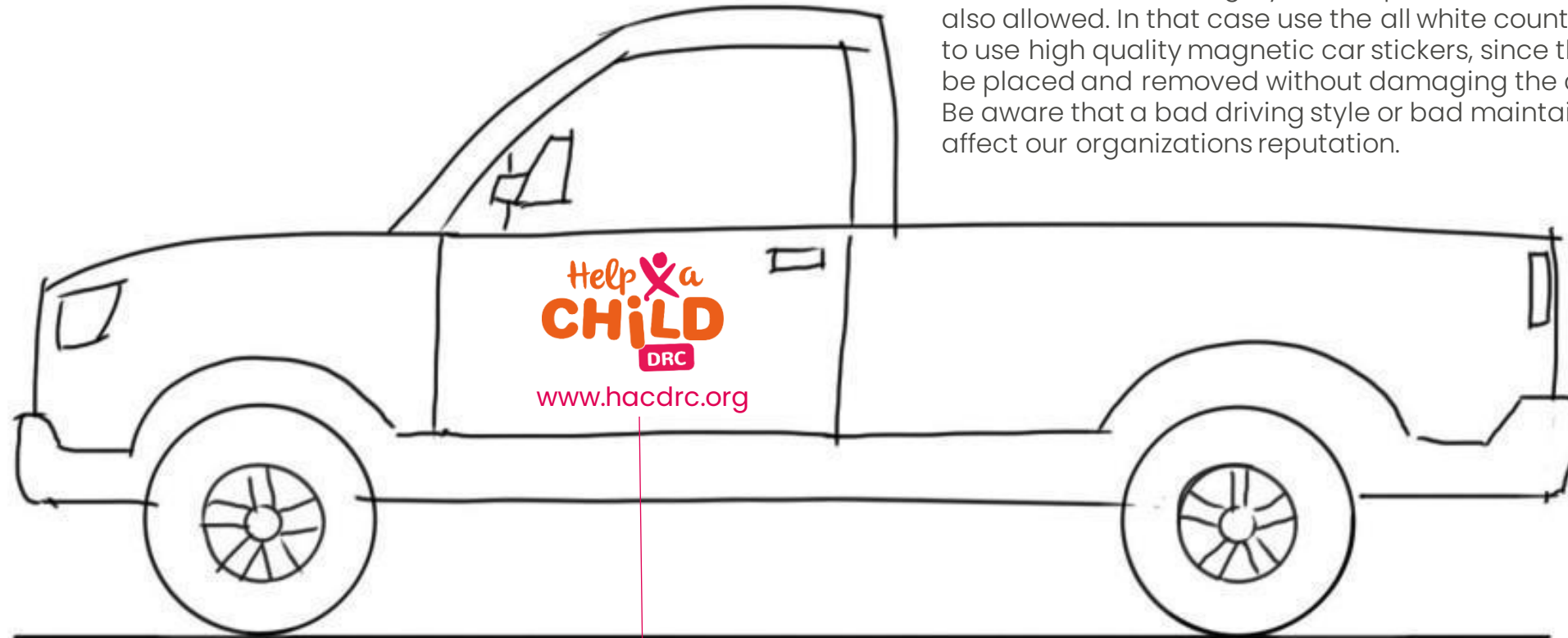


**Jean-Pierre Dz'bo  
Buduba**  
MEAL Expert  
Employee no:  
H4C0RC003  
No. 42BC, Av. PE  
Lumumba  
Q Nyalukamba,  
C. Ibanda,  
Bukavu, RD Congo

*NGO Card, front side*

## 4.4 | vehicle branding

*Example of a branded vehicle*



Vehicles should represent us well. Make sure on both front doors the Help a Child country logo is clearly visible and if possible add the country offices web address. The most preferable vehicle color is white or silver grey. In exceptional cases a black car is also allowed. In that case use the all white country logo. Advice is to use high quality magnetic car stickers, since these can easily be placed and removed without damaging the car paint. Be aware that a bad driving style or bad maintained car also affect our organizations reputation.

Allowed web address colors: on a white or silver grey car: Help a Child red or black. On a black car: white.

## 4.5 | promotional items

*Good example of a Help a Child promotional T-shirt*



Permitted colors for texting on T-shirts: Help a Child red, Help a Child orange, white or anthracite.



*Example backside T-shirt*

The shirt is white and of good quality both in design and textile. The logo is visible and the right kind of orange is used. The best place for a slogan is on the back side. This T-shirt is introduced in Kenya and Malawi. When interested in this model, please contact [Jane.Mugure@helpachildafrica.org](mailto:Jane.Mugure@helpachildafrica.org).

Promotional items should be clearly identified with the HAC logo, and if possible carry key messages or phrases.

On certain promotional items, where it is not possible to include key messages, at least the HAC logo must appear and our website should be mentioned.

White, orange and grey/black tones are the permitted background colors for our promotional items. In case of orange, choose products with a tone of orange that approaches the corporate orange as much as possible.



Example of a pen design with logo and web address. Use the all white logo for orange or grey pens.

## 5.1 | presentations

*Opening slide*



*Text slide with bullet points*

**This is a title**

---

**Supported in 2018:**

- 150.858 children
- 124.852 parents
- 3.151 Self-help groups and farmer groups

This is a text box that can be used for information or quotes.

Help a CHILD

The slide features a title, a horizontal line, a section header 'Supported in 2018:', and a bulleted list of statistics. An orange text box on the right contains a descriptive sentence. The Help a Child logo is at the bottom right.

The standard format for a PowerPoint presentation is suitable for various kinds of content. It can be found at SharePoint under 'Corporate style items.'

Opening slide: choose a landscape picture that covers the slide totally. We made a preselection of thematic pictures. These can be found at SharePoint.

Text slides: it is advised to keep a maximum of 25 words per slide.

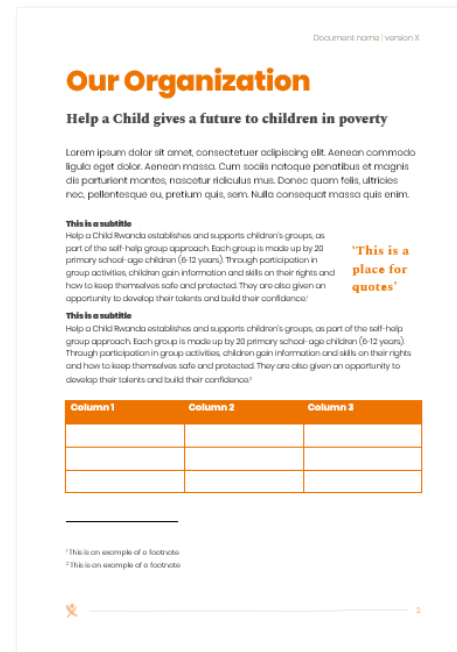
*Text slide with bullet points*



## 5.2 | word templates

For several types of documents templates are available at Sharepoint ('Communication templates Help a Child'). In time more templates will be available here.

### Template for manuals & policy documents



## 5.3 | our photography

India | Linda Cornelisse



Ethiopia | Marjan van der Lingen



Malawi | Qroost



Kenya | In His image



Burundi | Ramon Sanchez Orense



Photography is a very essential element in our communications. Our photography can be characterized as dignified, colorful and realistic. Alternating between portraits, contextual pictures and detail shots is a good way to build up a photo story that has the power to appeal to our public's imagination. Make sure the one(s) in the picture gave their consent first before using the image. Photo credits should always be mentioned.

Kenya | Arjen de  
Ruiter



## 5.3 | our photography

All our pictures have to be in line with our Child Safeguarding Policy. Most important guidelines:

- Pictures of children or adults on internet or in publications may never carry their family name or precise location.
- Pictures of children and adults have to be decent and respectful. The dignity of the person(s) on the picture should still be preserved whilst presenting the reality.
- Children or adults on the picture have to be fully clothed.
- Make sure children and their parents as well as adults have given their consent before using their picture.

Our Child Safeguarding Policy can be found at [www.helpachild.org](http://www.helpachild.org).



## 5.4 | photo editing

Malawi | Marjan van der Lingen

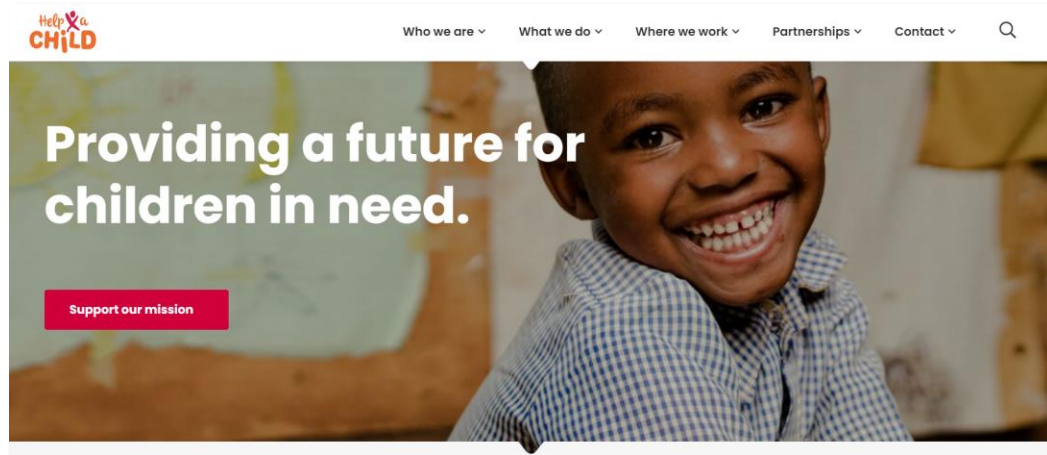


Using a filter to brighten the colors of a picture is allowed. Other filters such as grey tones or sepia do not fit in our corporate style.

Kenia | Ramon Sanchez Orense



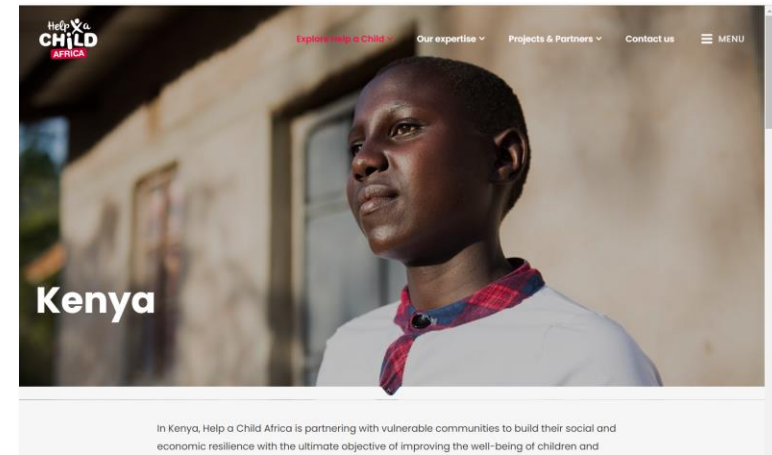
## Corporate home page



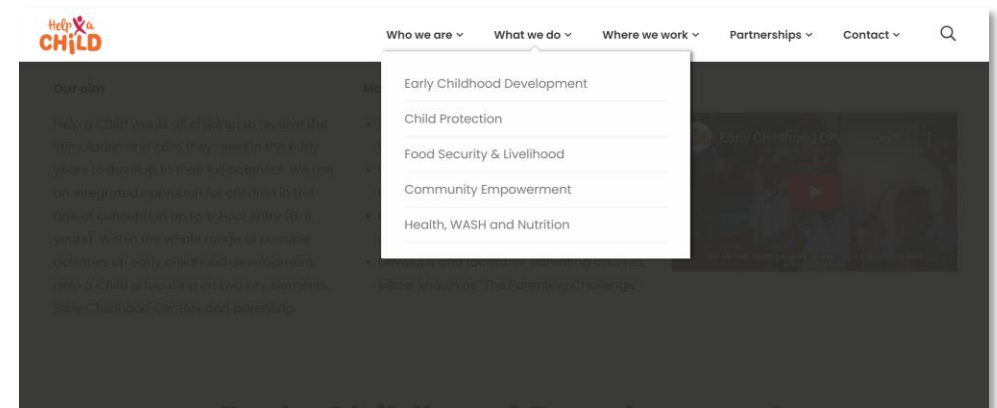
Our website [www.helpachild.org](http://www.helpachild.org) shows our work to our international audience. Besides our corporate website, each country office has its own direct web address ([www.haccountry.org](http://www.haccountry.org)). This URL can be used in the communication items of a country office.

## 6.1 | online communication

### Country page

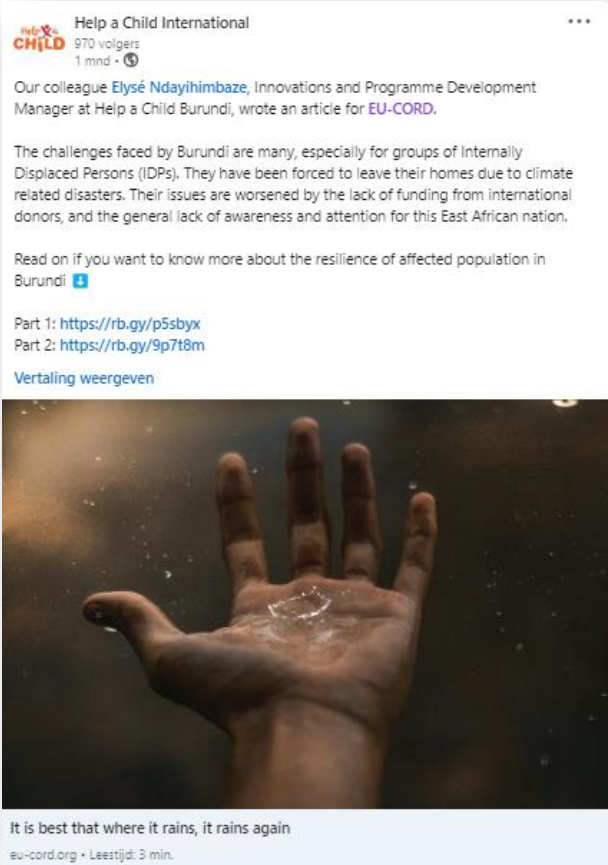
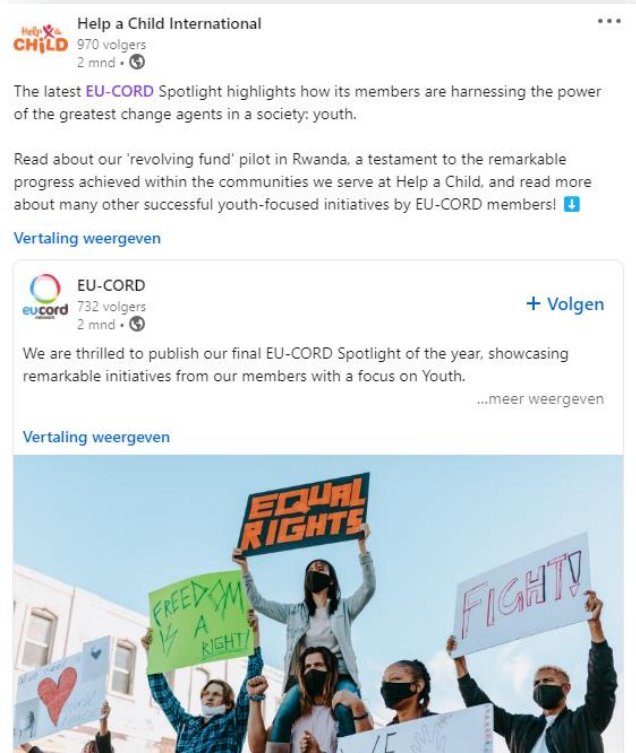


### Our expertise



## 6.2 | social media

At this moment the LinkedIn-page [www.linkedin.com/company/help-a-child-international](https://www.linkedin.com/company/help-a-child-international) is the only social media platform for Help a Child international. It represents all countries and expert teams and therefore all teams are invited and encouraged to share their content for publication via [martine.kamps@redeenkind.nl](mailto:martine.kamps@redeenkind.nl). We are always looking for photos, short movies (less than 2 minutes), infographics, (travel) blogs, events and stories (and pictures!) of beneficiaries.



## 7.1 | co-branded sign boards

Projects' name and subtitle



1. Example of a road sign of a program funded by Help a Child and carried out by a partner organization. The name and/or logo of the partner organization is followed by 'In partnership with' our (country) logo and/or organization's name.

The two logos are placed at the same height and in the same size.

## 7.1 | co-branded sign boards

2. Example of a road sign of a program implemented by one (or more) partner(s) and funded by an institutional donor or foundation, while Help a Child granted access to the fund.

Projects' name and subtitle

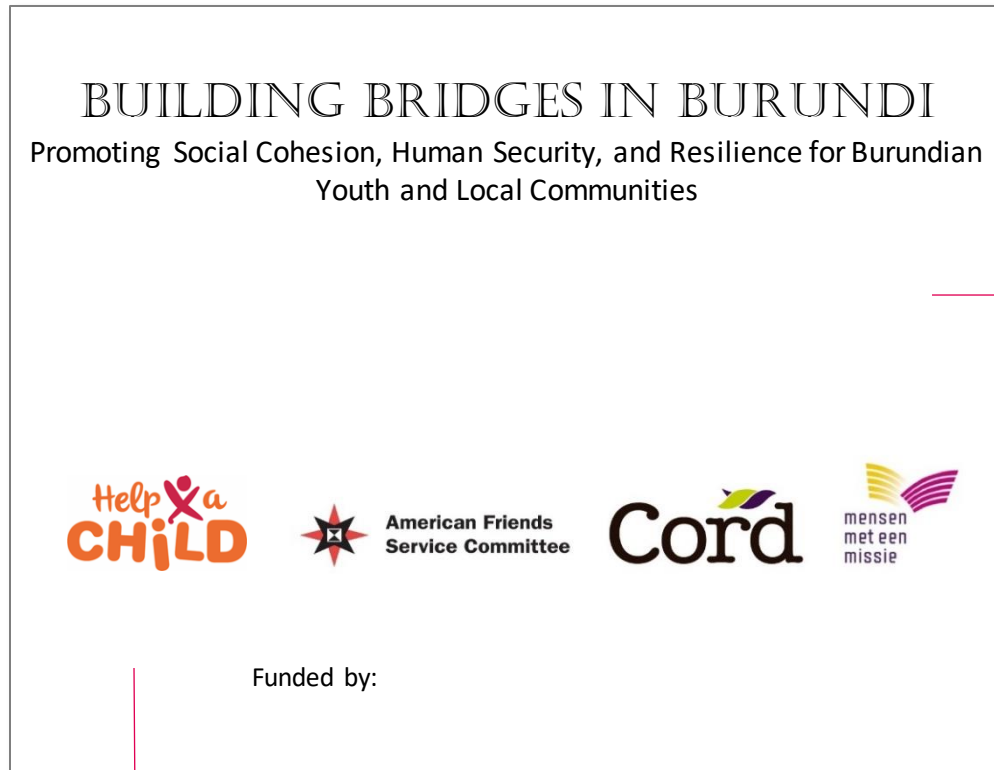
The logo of Help a Child is placed in the most left position which means it is the dominant brand.



**NB: the donor's branding guidelines always have priority above our own guidelines.**

Both logos are placed at the same height and in the same size.

## 7.1 | co-branded sign boards



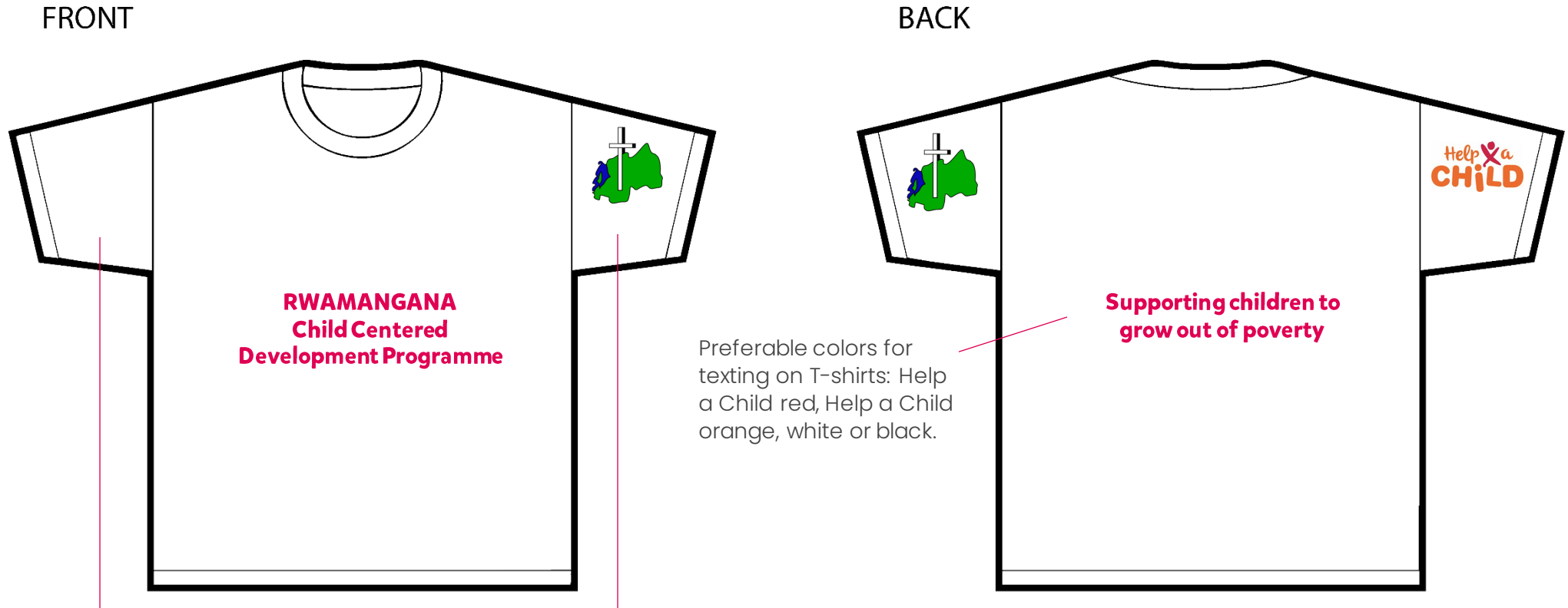
Logo of the implementing partner within the concerning project area

3. Ideal example of a sign board of a program implemented by a consortia of organizations, led by Help a Child and funded by an institutional donor or foundation. Under 'supported by' the logo of Help a Child is placed in the most left position which means it is the dominant brand, followed by all other consortia members in alphabetical order.

**NB: the donor's branding guidelines always have priority above our own guidelines.**

All logos are placed at the same height and in the same size.

## 7.2 | co-branded T-shirts



Both logos are placed in similar positions and are of equal size. The T-shirt background color matches with our logo (preferably white).

**1 a.** Example of a co-branded T-shirt for a programme which is funded by Help a Child and implemented by a partner organization.

## 7.2 | co-branded T-shirts

FRONT



The logo of the implementing partner is in the main position, while the logo of Help a Child is clearly visible on the sleeve.

BACK

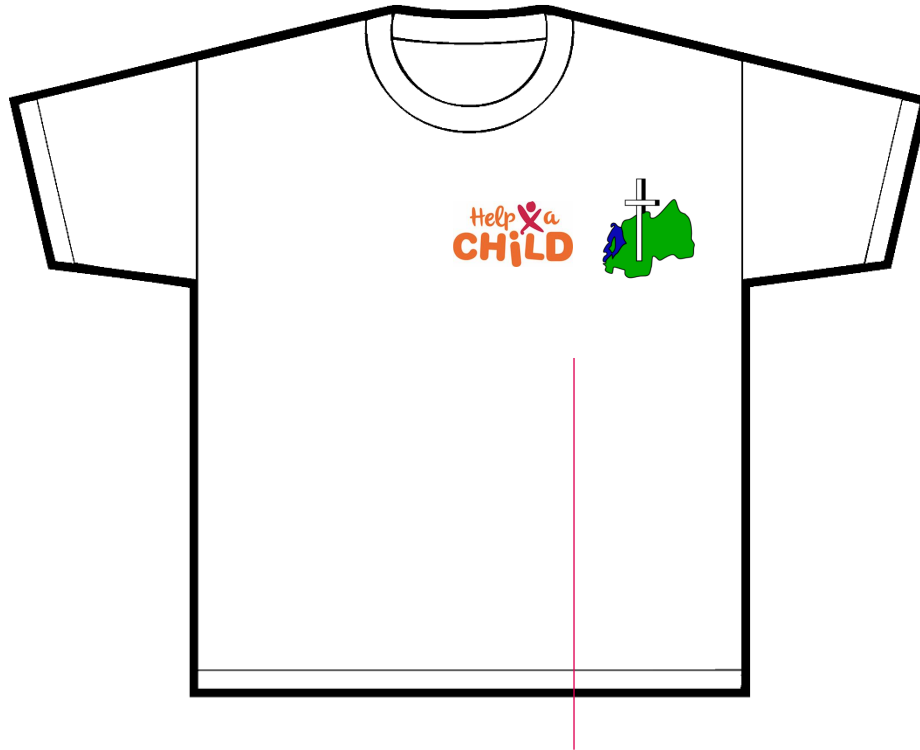


**1 b.** Alternative example of a co-branded T-shirt for a programme which is funded by Help a Child and implemented by a partner organization.



## 7.2 | co-branded T-shirts

FRONT



The logo of the implementing partner and of Help a Child are both clearly visible on the chest.

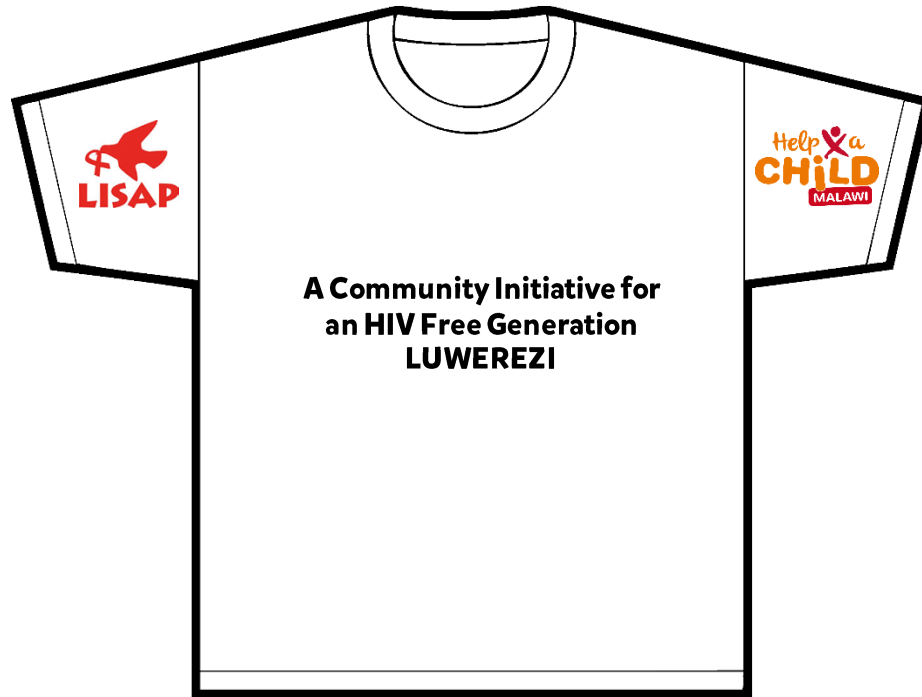
BACK



**1c.** Alternative example of a co-branded T-shirt for a programme which is funded by Help a Child and implemented by a partner organization.

## 7.2 | co-branded T-shirts

FRONT



BACK



The logos of Help a Child and the implementing partner are in similar positions and of the same size, while the donor is mentioned on the back side.

**NB: the donor's branding guidelines always have priority above our own guidelines.**

**2 a.** Example of a co-branded T-shirt for a program implemented by a partner and funded by an institutional donor or foundation, while Help a Child granted access to the fund.

## 7.2 | co-branded T-shirts

FRONT



BACK



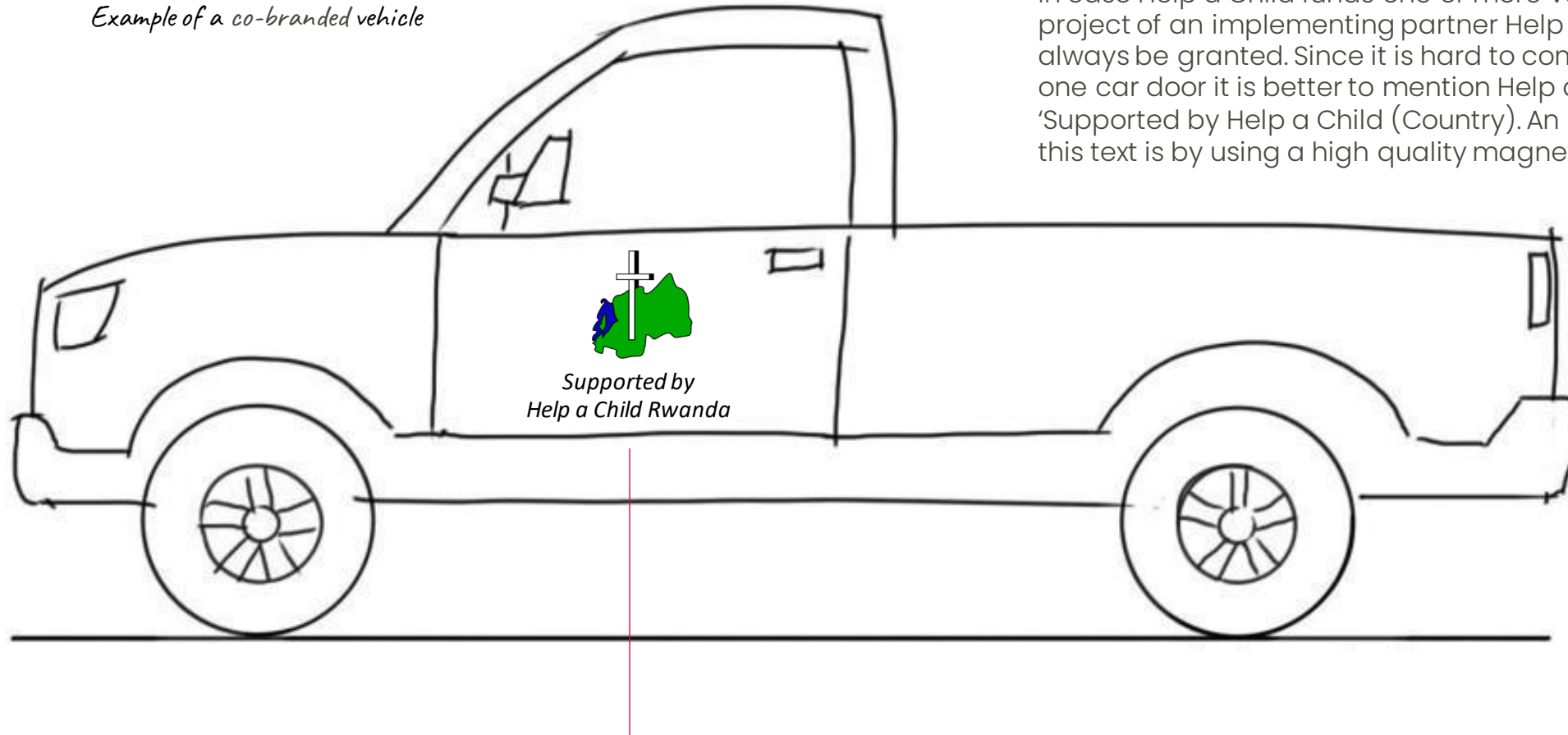
The logos of the implementing partner is in the main position while the logos of Help a Child and the back donor are on the sleeves (same size and in similar positions).

**NB: the donor's branding guidelines always have priority above our own guidelines.**

**2 b.** Alternative example of a co-branded T-shirt for a program implemented by a partner and funded by an institutional donor or foundation, while Help a Child granted access to the fund.

## 7.3 | co-branded vehicles

*Example of a co-branded vehicle*



In case Help a Child funds one or more vehicles within the project of an implementing partner Help a Child should always be granted. Since it is hard to combine two logos on one car door it is better to mention Help a Child in text 'Supported by Help a Child (Country)'. An easy way to add this text is by using a high quality magnetic sticker.

Allowed text colors: black or white, depending on the vehicle's color.