
Peace Direct ID Toolkit
peace direct

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Introduction

This ID Toolkit will help Peace Direct communicate more effectively.

By outlining how to present Peace Direct's message, approach and aims in a direct, emotional, straightforward and clear way, it will help more successfully portray the charity as an inspirational organisation carrying out important, urgent work.

Crucially, it will provide guidance on the messages and language Peace Direct prefers to use when discussing its work, its partners and itself – which can be used by staff and suppliers to ensure consistency and accuracy in all outward-facing communications

This will help to develop a compelling proposition, which will, in turn, help to secure more new supporters and more funds from current donors.



About Peace Direct

Vision

A world free from violent conflict.

Mission

To work with local people to stop violent conflict and build sustainable peace.

Summary statement

Every day, people suffer and lives are destroyed because of violent conflict. But it doesn't have to be this way.

Peace Direct is an international charity dedicated to stopping wars, one person at a time.

This is achieved through working with local people in war-torn areas, helping them stop violence and build sustainable peace.

It's not just immediate aid, but working with local people for as long as it takes to help them develop lasting solutions.

The work is led by local need. Peace Direct never arrive in conflict areas so we don't leave them. Everything is done by local people.



Additional supporting statements

Let's create a world free from violent conflict.

A world where local people have the tools and skills they need to stop wars using non-violent solutions.

Where war-torn communities can create sustainable peace and build better futures.

Wars can only be stopped by involving local people.

Let's be nimble, creative and unafraid to challenge orthodox thinking.

It's not about taking sides in a conflict, but we will speak out when rights are being violated.

Together, we can stop wars, one person at a time.



Beliefs

Integrity
We can be trusted to spend our funds in the most appropriate ways to support the communities who need our help.

Respect
We listen to what local people have to tell us, and base all our decisions on their needs.

Passion
We care deeply about supporting the communities who need our help – and stopping wars.

Patience
We are fully prepared to work with the communities who need our help for as long as it takes to help them build lasting solutions. There are no quick-fix solutions.

Determination
We will do whatever it takes to help communities build the solutions they need.



Personality

Inspirational
We think the people we work with are amazing – and we want our supporters to think so too.

Dynamic
Getting the right solutions is all about taking swift, decisive action – and that's something we are always prepared to do.

Realistic
We live in the real world. We know what can and can't be expected of the people we work with, and we never ask for more than they can give.

Practical
The root of our approach involves working with local people in the field, rolling up our sleeves and doing what it takes to build solutions.

Supportive
We are dedicated to giving local communities all the support they need to build sustainable solutions.

Knowledgeable
Through all our years of working with local people in war-torn areas, we have gained a deep understanding of the issues involved – and how best to help people.


Our logo

Evolution, not revolution

Our existing logo has been redeveloped to coincide with our new ambition and brand overhaul.

The overlapping speech bubbles, representing dialogue rather than division, remain. They also represent P and D.

The font, colours, and use of capitals have changed. See notes on following pages for details.



Guide to use

The top version of the logo should be used in the majority of cases. If a coloured or photographic background is required, please select an alternative from the options shown.

Please allow sufficient space around the logo to give it room to breathe. The width of the ‘e’ all round will be fine.

A black version can be used for one colour print.







Backgrounds

You can place the logo on an image or coloured background but make sure the contrast is pronounced enough to maintain legibility. The boxes shown represent background colours only – do not use the logo in a box.

You can use the icons on their own. The shapes can be extracted and filled, see following pages for guide

Do not

- Use the logo smaller than 40mm in print.
- Distort the logo horizontally or vertically
- Use at an angle
- Recolour other than as shown
- Use the type ‘peace direct’ as it appears in the logo, without the icons




Colour

Red

C0 M100 Y100 K0

Pantone 185u

R237 G28 B36

Hex #ed1b24

Orange

C0 M54 Y95 K0

Pantone 021u

R247 G141 B40

Hex #fe8e11

Black

C0 M0 Y0 K100

Pantone Process Black

R0 G0 B0

Hex #000000

Tints at 60% and 30% for each colour can be used for buttons, text boxes, diagrams etc



Typography

Headline font

Questrial
Only one weight available. Do not use faux bold or italics.

abcdefghijklmnop
ABCDEFGHIJKLMNOP

Bodycopy font

Lato
Use regular, bold, italic and bold italic.

abcdefghijklmnop
ABCDEFGHIJKLMNOP
abcdefghijklmnop
ABCDEFGHIJKLMNOP

Case

The logo is all lower case.

Title or sentence case to be used elsewhere.

Capitals are not to be used in headlines and body copy unless relevant to content.

UPPER CASE

AGGRESSIVE, CONFRONTATIONAL, SHOUTING

lower case

calm, open, friendly, conversational

Main headers 36/38pt, orange or red

Subheads 14/17pt, orange or red

Body copy 12/17pt, black,

Text within body copy can be highlighted in red or orange.
Quotes can be in italic, in red or orange.

- Bullets in orange

10,123

Statistics in orange and red, with 1mm line above and 3mm line below.

> White out from coloured box


Photography

The speed of light

Photography is the cornerstone of all our communications. It sets the tone, creates impact and triggers an emotional response. We process images 60,000 times faster than words, so the photograph will pull people in or turn them away before they have even read one word.

Focus on peace and hope
A positive photo will show the efficacy of our work and the difference a supporter's donation can make. Smiling, happy, positive people helped by you, the supporter. Our photography is aspirational, inspirational and sets a tone of hope and opportunity.

Guidance
Avoid cutting people out - the context of their environment is very important.

Use natural light where possible, accented with flash to highlight the subject.

Take different versions of the same shot - landscape, portrait, close up, further away.













Styles to inspire

All photography captures a moment, but brilliant photography captures an emotion and inspires action.

Look for images with high contrast, engaged eye contact, vibrant colours, strong depth of field, clear space around the subject, dynamic composition, sharp focus, high resolution, well lit faces and the right emotion for the message you are communicating.

Smiles are infectious
Start the process of people feeling good about their support, with a happy face engaged in an activity the supporter has enabled.

Context
If using a positive outcome photo, the copy needs to mention what the featured person's situation was, before Peace Direct's intervention, in a conflict situation.











The need for need

Whilst the positive effect of Peace Direct's work is vast and far reaching, giving hope where hope was lost, to raise money we do need to show the need.

Images of conflict, war and violence are not part of Peace Direct's image library. They are hugely problematic for many reasons and use of such images should be limited to urgent appeals and editorial.

Images of the effects of conflict can be used, with sensitivity to the people and nature of the conflict. For example, destroyed homes, vulnerable families and compromised infrastructure.

The photographs need to capture the real emotion and desperation of the situation faced by people and environments during and following conflict.

Conceptual and constructed photographs are to be avoided as they suggest a constructed reality, rather than capturing a real person's experience of conflict.



Visual devices



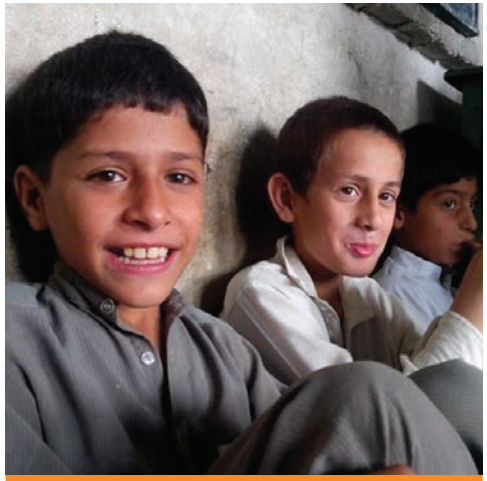
Extracts from logo

The leaf shape from the logo can be used to:

- Overlay on images as opaque colours as a box for copy. Ensure the box doesn't obstruct key parts of the image.
- Create graphic colour blocks on page designs.
- Inspire die-cuts for interesting paper shapes, for example, postcards.
- The pointed speech bubble can be used as location identifiers on maps. Do not use the curved outer shape of the logo.
- Shapes to be edited in InDesign or Ilustrator. Click on the top two points of the curve and the top square corner to increase size vertically. Same applies to horizontally.

Do not

- Use the orange box over detailed or high contrast images.
- Distort the box or alter the curves. You can make it taller or wider but keep the curves intact.
- Use the shapes to frame photographs.



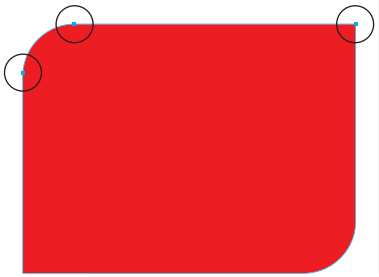
Ticket out of poverty
So it's no wonder that, when he was just 16, he was persuaded to join the violent terrorist group Al Shabaab, who offer up to $400 a month for any young man willing to join them. For Farhan, it seemed like a ticket out of poverty. But Farhan wasn't prepared for the horrors he witnessed.

"The abuses of human rights affect our communities in ways large and small; from high levels of sexual violence to the denial of political rights."

Burundi



Top curve and top corner selected to increase size vertically.





1 in 3 chance

19-year old Farhan Kaar lives in Somalia, one of the most dangerous places in the world. He comes from a poor family. Like many young people in Somalia, he has just a one in three chance of getting a job.

Ticket out of poverty
So it's no wonder that, when he was just 16, he was persuaded to join the violent terrorist group Al Shabaab, who offer up to $400 a month for any young man willing to join them. For Farhan, it seemed like a ticket out of poverty. But Farhan wasn't prepared for the horrors he witnessed.



Case studies



19-year old Farhan Kaar lives in Somalia. When he was just 16, he was persuaded to join the terrorist group Al Shabaab. It seemed like a ticket out of poverty. But he wasn't prepared for the horrors he witnessed.

Farhan's life changed when he met Abshir Ghedi, a local man working for our partner, a local organisation called Action for Boys. With support from Peace Direct, Abshir's team give boys like Farhan vocational training so they can earn a living, away from violence.

Today, Farhan is training to become a plumber. *"It makes me happy because I will be able to support myself and leave Al Shabaab behind."*

Farhan is also reaching out to other vulnerable young people and helping them to change their lives: *"I tell other boys there is another way. They can put down their guns, get a decent job and become part of the local community again."*

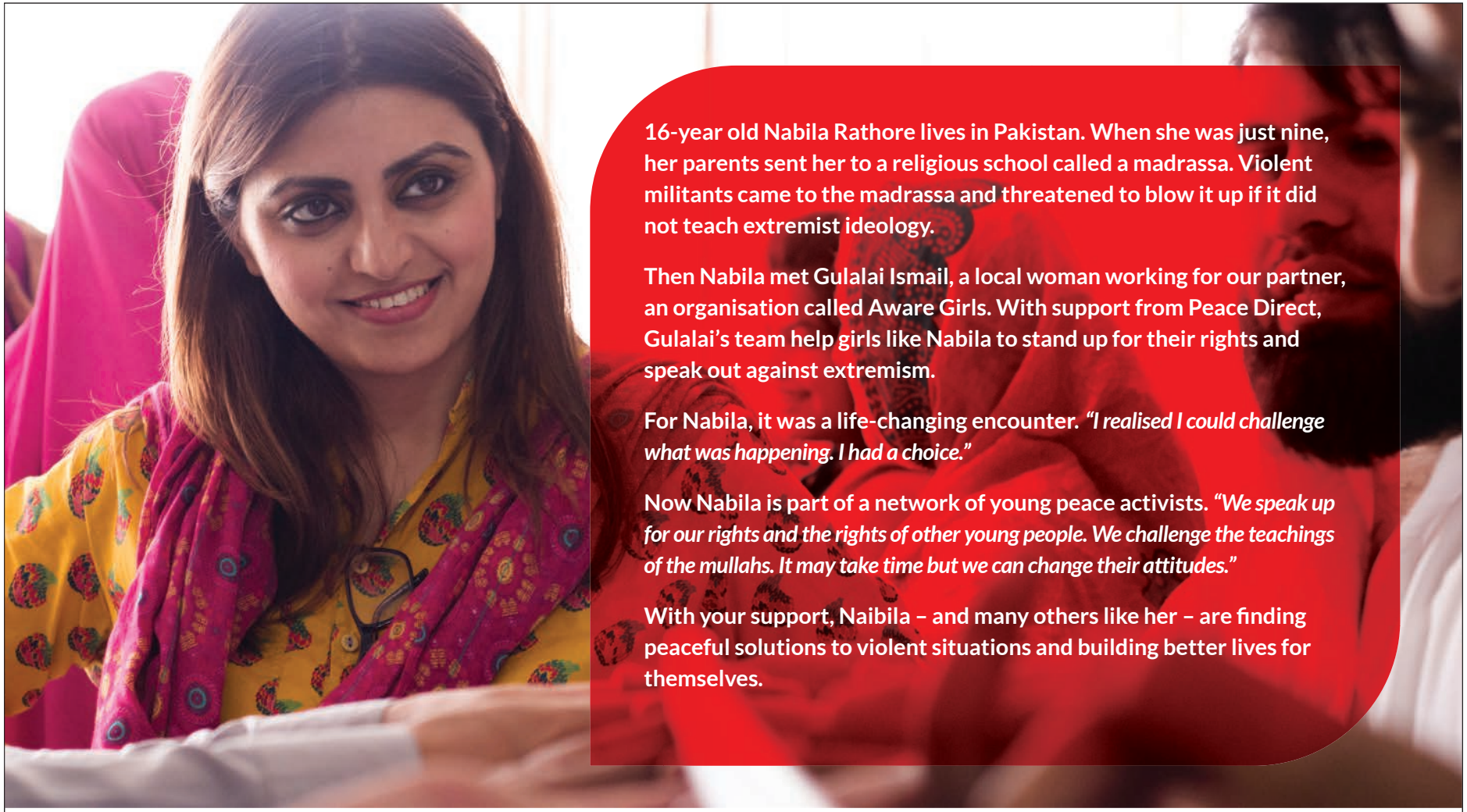
With our support, Farhan – and many others like him – are finding peaceful solutions to violent situations, and building better lives for themselves.

© AU-UN IST/Tobin Jones

peace direct

Will you make a gift of £26 to Peace Direct, today? With your support, we can help give boys like Farhan the chance to change their lives, stop violence and work for peace.

Stopping wars, one person at a time



16-year old Nabila Rathore lives in Pakistan. When she was just nine, her parents sent her to a religious school called a madrassa. Violent militants came to the madrassa and threatened to blow it up if it did not teach extremist ideology.

Then Nabila met Gulalai Ismail, a local woman working for our partner, an organisation called Aware Girls. With support from Peace Direct, Gulalai's team help girls like Nabila to stand up for their rights and speak out against extremism.

For Nabila, it was a life-changing encounter. *"I realised I could challenge what was happening. I had a choice."*

Now Nabila is part of a network of young peace activists. *"We speak up for our rights and the rights of other young people. We challenge the teachings of the mullahs. It may take time but we can change their attitudes."*

With your support, Naibila – and many others like her – are finding peaceful solutions to violent situations and building better lives for themselves.

© Dania Ali/Stars Foundation/Aware Girls

peace direct

Will you make a gift of £26 to Peace Direct, today? With your support, we can help give girls like Nabila the chance to change their lives, stop violence and work for peace.

Stopping wars, one person at a time


Language

Name and abbreviations

While internal communications may use the abbreviation PD, all outward facing communications must use the name Peace Direct in full.

Tone of voice

- Use first person quotes as much as possible, not reports in the third person.
- Use simple and straightforward sentences, describing situations and emotions clearly and simply.
- Balance factual descriptions of places and situations with the emotional experiences of people involved – so that copy appeals to both 'head' and 'heart.'
- Avoid jargon in favour of clear, accessible everyday language.



Style



Call to action and proposition

Short copy version
Around the world, violence destroys lives.

You can stop this by helping local people to end wars, one person at a time.

Long copy version
Around the world, violence destroys lives.

Peace Direct believe the only way to stop wars for good is to help local people find their own non-violent solutions to conflict.

With your support, we can work with local people, helping them change their lives, create peace and build better futures.

Together, we can help stop wars, one person at a time.



How we describe

The places we work
War zones

War-torn countries

Areas affected by violent conflict

The people we are helping
It is essential to show how Peace Direct's support helps individual local people to find solutions and take action. These local people working for peace are the conduit through which the reader will feel most connected to the work.

We must communicate that the people who are building peace in war-torn places are the individuals whose lives have changed after working with our partners.

We use amazing and inspiring stories of ordinary people who have come through extraordinary experiences in conflict zones and transformed their lives so that they can help others.

For instance, this might be an ex-combatant who has laid down his arms, turned away from violence and decided to get a job, reintegrate with his local community and become a champion of peace.

This will always be the hero of every communication, and actively embodies the idea of ending wars 'one person at a time.'

Our partners

We should not claim all the credit for the amazing work that is being done to transform people's lives in war zones. Rather, we should always name the local organisation that is actually working in the field, and provide a brief description of the work it is doing. This need only appear once in any communication and should not be over-emphasised.

At the same time, while we can name an individual working for the organisation who helped transform a local person's life, we should not elevate this individual into the hero of the communication. We can use them as a human face for the organisation – to stop the organisation seeming too distant or impersonal – but we should not make the communication about them.

The emphasis for every communication must remain on the local person whose life has been improved by the work the organisation carries out.



The work we do

Rather than talking about 'peacebuilding,' we need to spell out in simple and straightforward terms exactly what the work is e.g.

- Helping ex-combatants put down their arms and return home.
- Helping child soldiers to live – not just survive – when they return home.
- Building justice courts and training people to run and use them, so they don't have to resort to violence.
- Training people in livelihoods so they have another option than joining violent groups.
- Setting up cooperatives and training people to manage them.

Crucially, we need to make as clear as possible exactly how Peace Direct's support helps local people and groups to do these things, giving practical examples e.g.

- Helping local organisations develop and become self-sufficient.
- Giving local communities the tools and skills they will need to resolve conflict non-violently, if it arises.
- Providing financial and technical support.
- Helping local groups connect and share with other groups in similar situations.

Above all, it is vital to show that Peace Direct is not imposing solutions, but enabling local people to find and develop their own – and to illustrate clearly what those solutions are. We are led by local need. We don't arrive in conflict areas and we don't leave them. Everything we do is based on involving local people.

Individual donors and prospects

The idea of 'stopping wars, one person at a time,' has a crucial double meaning for donors and prospects. Here, we are suggesting that, not only do we work with local people one person at a time, but that each individual donor or prospect is vitally important in helping Peace Direct achieve its aims.

The key principle in messaging these audiences is that 'people give to people' i.e. donors and prospects will respond best to stories of local people whose lives have been transformed and who have become champions of peace. As such, compelling case studies should be at the centre of every communication.

We use individual voices wherever possible and try to quote in the first person, rather than using third person reports. People's personal stories are what matter most to us – and are more likely to make supporters donate.

Social media
Communications on social media will primarily be targeting the same audience (donors and prospects), with some targeted communication to an advocacy audience (governments and sector).

When communicating with donors and prospects, the tone will be different. Here, immediacy is key. A post on social media will have just a few seconds to grab attention, therefore gripping headlines and hooks are essential. Be clear with the need and solution. Give directions on how to do something about it (donate, fundraise, sign up to updates, share or comment). A more informal tone may be suitable, too.

Moreover, it's very effective to capitalise on the immediacy of social media and encourage readers to act straight away – and tell them exactly how to do so i.e. 'click now to help.'

When sharing news items on social media – with no immediate call to action – it is still preferable to follow the guidelines above.

For instance, a Facebook post dated 16/08/16 shares this link https://www.insightonconflict.org/blog/2016/08/unscr-1325-in-practice-israeli-and-palestinian-women-speak-up/

The post leads with this headline: "UNSCR 1325 in practice: Israeli and Palestinian women speak up," which merely repeats the headline of the article in the link.

This is a missed opportunity. The headline contains technical jargon, which the average reader may not immediately understand. It needs to be clear, accessible and stimulating. Moreover, the headline should ideally contain a call to action, even if only calling for comments.

Suggested headline for this post:

"Read how one initiative is channelling the voices of Palestinian and Jewish women. Join the debate by leaving your comment below."

Here, we generate curiosity about the subject matter and invite the reader not only to read on by clicking the link but also, crucially, to get involved, even if only marginally.

Sample copy

19-year old Farhan Kaar lives in Somalia, one of the most dangerous places in the world. He comes from a poor family. Like many young people in Somalia, he has just a one in three chance of getting a job.

So it's no wonder that, when he was just 16, he was persuaded to join the violent terrorist group Al Shabaab, who offer up to $400 a month for any young man willing to join them. For Farhan, it seemed like a ticket out of poverty.

But Farhan wasn't prepared for the horrors he witnessed – and was forced to carry out – as part of that extremist group. By the time he was 18, he knew he needed a way out – and a new start.

Thankfully, Farhan's life changed when he met Abshir Ghedi, a local man working for our partner organisation called Action for Boys. Abshir works tirelessly in his local community, helping boys like Farhan to turn away from violence and build better lives.

Crucially, with financial and practical support from Peace Direct, Abshir and his team give boys like Farhan vocational training so they can secure a job and earn a living, away from violence. Farhan told us:

"I am one of 30 boys who are training to become plumbers. I am also learning literacy and numeracy. These basic skills will make a big difference to me. It makes me happy because I will be able to support myself and leave Al Shabaab behind."

But that's not all. With guidance from Abshir, Farhan is now reaching out to other child soldiers and helping them to see how they can change their own lives.

"Now I tell other boys there is another way. They can put down their guns, get a decent job and become part of the local community again."

Farhan's whole life has been transformed. Now he's hopeful for the future – and proud to be a champion for peace in Somalia.

With our support, Farhan – and many others like him – are finding peaceful solutions to violent situations, and building better lives for themselves.

In this way, we're doing all we can to stop wars, one person at a time.

But we need your help to do it. Will you make a gift of £26 to Peace Direct, today?

With your help, we can help give boys like Farhan the chance to change their lives, stop violence and work for peace.



Contact

Any questions?

Ruth Tidy
Head of Supporter Fundraising
Ruth.tidy@peacedirect.org
+44 (0)20 3422 5549

Charlotte Fraser
Digital Marketing and Communications Officer
Charlotte.fraser@peacedirect.org
+44 (0)20 3422 5549





Peace Direct
Studio 302
203-213 Mare Street
London
E8 3QE
Registered Charity, Number 1123241