

OXFAM: OUR GLOBAL IDENTITY

This September it's time for all of us to embrace Oxfam's exciting global identity. It's helping Oxfam operate as one united network, and all Oxfam's 17 affiliates are switching over. Australia set the ball rolling in March. Now it's our turn. Soon all Oxfam's communications – from a brochure in Vietnam, to a shop window in Manchester's High Street – will have the same united identity. Ultimately, it will increase our impact on poverty. And we need your support. Whatever job you are doing, you need to be a great Oxfam brand ambassador. Ready to get started? This leaflet tells you all you need to know.



OXFAM

WELCOME TO OXFAM'S GLOBAL BRAND IDENTITY

LOGO

Our logo is changing. But not too much. It's stronger, in capitals, bigger and more determined, creating more impact. We will build on the strong recognition our logo enjoys while delivering greater stand-out in our communications.

FONTS

We have a new visionary typeface to use in headlines. This is free for all staff to use and unique to Oxfam (It's called Oxfam Global Headline and should be installed on your computer in September – email the brand team if you can't find it).

PHOTOGRAPHY

Photographs will now play a much more prominent role in our communications. Find striking imagery from Oxfam's brilliant photo library <http://wordsandpictures.oxfam.org.uk>

PATTERNS

We have six vibrant patterns we can use in communications – green and yellow work best in the UK.

PULLING IT ALL TOGETHER

We will use our patterns, typefaces and imagery alongside compelling and clear messaging to create materials that are distinctive and impactful. On the next page are some great examples of the new identity in action.

OUR BUILDING BLOCKS

But the global identity isn't just about a stronger logo, brighter colours and vibrant patterns. It runs far deeper. Oxfam has a new vision, proposition, purpose and personality. These 'building blocks' of the brand make us who we are.

OUR VISION

A just world without poverty.

OUR PROPOSITION

A future free from the injustice of poverty.

OUR PURPOSE

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 PERSONALITY

Oxfam is a 'practical visionary'. This personality, distinctive to us, should be the heartbeat of all our communications. This means Oxfam has the vision to create major change, backed up with practical, effective solutions. Think Oxfam Unwrapped or the innovative Oxfam bucket.

A FUTURE WITHOUT POVERTY.
WE CAN MAKE IT.

HOPE



OXFAM



BRAZIL  **CHINA**  **SRI LANKA** 

INDIA  **FINLAND**  **NIGERIA** 

FRANCE  **CHILE**  **SPAIN** 

ENGLAND  **MEXICO**  **JAPAN** 

A FUTURE WITHOUT POVERTY. WE CAN MAKE IT.



OXFAM

LIVE

A FUTURE WITHOUT POVERTY.
WE CAN MAKE IT.



OXFAM

ACT NOW

HAITI IS THE POOREST COUNTRY IN AMERICA. IT'S BEEN DEVASTATED BY THE WORST EARTHQUAKE IN 200 YEARS.

WE'RE THERE, WORKING WITH THE PEOPLE OF HAITI TO PROVIDE DRINKING WATER AND SANITATION.

BUT EVERYTHING WE DO DEPENDS ON YOU.



OXFAM

OXFAM INTERNATIONAL
Annual Report 2012

MADE FAIR



OXFAM

WHY DO WE NEED A GLOBAL BRAND IDENTITY?

In a world of global media and global audiences, Oxfam can't have 17 identities – people find it confusing. We need one. The global brand identity is also reducing costs – people can share materials and new affiliates don't have to develop new brands in their markets.

ONE OXFAM

The global identity is helping Oxfam affiliates work more closely together, forming a global network known as 'One Oxfam'. But we're not just merging our branding, we're also combining strategic planning and working more closely in country. Here's a quick overview:

ONE STRUCTURE

We are introducing the Single Management Structure (SMS) in all the 92 countries we work in – this means having one 'managing affiliate', with up to three 'implementing affiliates' providing support.

ONE STRATEGIC PLAN

From next year all 17 affiliates will share one Strategic Plan – so we are all working towards the same goals.

ONE BRAND

By sharing one global identity, all Oxfam affiliates will be perceived as one united organisation.

GETTING STARTED

BRAND SITE

You can download numerous templates, advice and assets at <https://brand.oxfam.org>

STAFF DOWNLOADS

From posters and FAQs to team presentations
www.tinyurl.com/staff-brand

EVENTS

Come along to an atrium event with Barbara Stocking, lunchtime talks, brand surgeries and drop-in sessions. Check out the schedule of events here:
www.tinyurl.com/staff-brand

CONTACT THE BRAND TEAM:

The brand team are here to help you to use the global identity with ease.
Nick Futcher +44 1865 472 491
Sarah Walker +44 1865 472 349
Email brandteam@oxfam.org.uk,
or drop into a brand surgery.

CONTACT INTERNAL COMMUNICATIONS

If you have any questions about events, ring +44 1865 47 2300 or email:
internal_comms_team@oxfam.org.uk

3 WAYS FOR YOU TO EMBRACE OUR GLOBAL BRAND IDENTITY

1. Use the new templates
2. Prepare your 'friends and family pitch' – what will you say if people ask why Oxfam is introducing a new brand?
3. Reflect our 'practical visionary' personality in your communications