CPI
COMMUNITY PARTNERS INTERNATIONAL

Brand identity standards

For full guidance on CPI's brand identity, please consult the Brand Identity & Standards - Designer's Guide booklet.

LOGO VARIATION

Primary Logo
The primary logo is CPI's 'go-to' logo to be used in the majority of contexts.

CPI COMMUNITY PARTNERS INTERNATIONAL

Primary Logo
With integrated tagline.

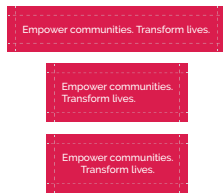**CPI** COMMUNITY PARTNERS INTERNATIONAL
Empower communities. Transform lives.

Secondary Logo
The secondary logo is to be used in situations where space limitations restrict the effective use of the primary logo.

CPI COMMUNITY PARTNERS INTERNATIONAL

Tagline on its own
Can be used in the following ways:
Color: CPI Purple text, CPI Red text and white text on CPI background colors
Fonts: Raleway Medium

Empower communities. Transform lives.

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The primary logo with integrated tagline is used in CPI's official letterheads & stationery. For co-branding in logo arrays, the logo should be used on its own. The tagline on its own can be included in CPI branded materials on a discretionary basis as deemed appropriate/necessary, and to provide additional clarity on CPI's mission.

CLEAR SPACE

We measure the exclusion zone by taking the x-width of the 'P' in the logo and using it to specify the amount of designed clear space that must surround the logo.
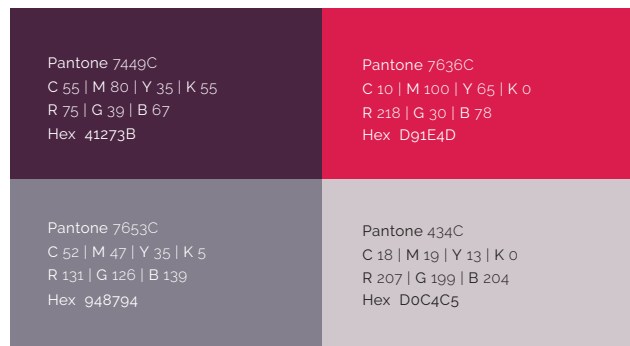
Primary logo
CPI COMMUNITY PARTNERS INTERNATIONAL

Logo with tagline
CPI COMMUNITY PARTNERS INTERNATIONAL
Empower communities. Transform lives.

Secondary logo
CPI COMMUNITY PARTNERS INTERNATIONAL

EXAMPLES OF MISUSE

The following are examples of unacceptable ways of reproducing the CPI logotypes:

Do not change the logotype proportions.

Do not use below minimum size. 0.5 cm

Do not rotate the logotype.

Do not use on another colored background.

Do not use on a busy background.

Do not change the font of the logotype.

Do not change colors of the logotype.

Do not distort the logotype.

COLOUR PALETTE

Primary Colors

Pantone 7449C
C 55 | M 80 | Y 35 | K 55
R 75 | G 39 | B 67
Hex 41273B

Pantone 7636C
C 10 | M 100 | Y 65 | K 0
R 218 | G 30 | B 78
Hex D91E4D

Pantone 7653C
C 52 | M 47 | Y 35 | K 5
R 131 | G 126 | B 139
Hex 948794

Pantone 434C
C 18 | M 19 | Y 13 | K 0
R 207 | G 199 | B 204
Hex D0C4C5

Pantone Black C
C 0 | M 0 | Y 0 | K 100
R 35 | G 31 | B 32
Hex 2D2926

Secondary Colors

Pantone 7669 C
C 70 | M 75 | Y 14 | K 1
R 104 | G 87 | B 148
Hex 615E9B

Pantone 7459 C
C 69 | M 29 | Y 25 | K 0
R 85 | G 151 | B 174
Hex 4298B5

C 0 | M 0 | Y 0 | K 0
R 255 | G 255 | B 255

TYPOGRAPHY

Raleway is CPI's primary typeface to be used in all external communications materials unless a system font is required.

Title: Raleway Bold / Semi bold / Light
Paragraph: Raleway Regular
Highlight: Raleway Bold (with magenta)

Erat nulla ac arcu suspendisse ← Bold

Erat nulla ac arcu suspendisse ← Semi Bold

Erat nulla ac arcu suspendisse ← Light

Neque lacinia orci, ut mauris sit, eleifend pharetra. Dui suscipit, deleniti quisque. Erat nulla ac arcu suspendisse, sed sem magna, wisi fringilla ullamcorper suspendisse purus magna, eget blandit quis ac sagittis, malesuada phasellus quisque vitae.

Arial is CPI's system font for use in email, Microsoft Office and other applications requiring consistent display across multiple platforms and devices.

Title: Arial Bold
Paragraph: Arial Regular
Highlight: Arial Bold (with magenta)

Erat nulla ac arcu suspendisse ← Bold

Neque lacinia orci, ut mauris sit, eleifend pharetra. Dui suscipit, deleniti quisque. Erat nulla ac arcu suspendisse, sed sem magna, wisi fringilla ullamcorper suspendisse purus magna, eget blandit quis ac sagittis, malesuada phasellus quisque vitae rutrum integer risus.

TONE OF VOICE

When we interact with our audiences, our tone of voice is as important as what we say. CPI's tone of voice is:

Empowering
Empowerment lies at the heart of CPI's mission and in the way that we talk about our work. We emphasize and respect the role and agency of the individuals and communities that we support as empowered actors and equal partners. We want our supporters to feel empowered by the positive impact they are having on the lives of others.

Inspiring
We want to give people a sense of hope and possibility, and make them feel a direct and powerful connection to the impact that their support achieves. We want to inspire them with the skill, resilience and resourcefulness of our partner organizations and communities.

Inclusive and Respectful
We adhere to the fundamental principles of equality and non-discrimination. We are inclusive in the way we talk, and embrace diversity. We treat every person with respect, empathy, and as an individual. We want every person to feel care and consideration when we interact with them.

Accessible
We communicate in a straightforward and approachable way, and objectively frame issues to educate and inform. We present complex topics in accessible ways and avoid jargon. We are open and available to anyone who wants to engage with us.

Appropriate
We adjust our tone of voice appropriately depending on the subject matter, the specific context and audience, and the messages we are seeking to convey.

MINIMUM SIZE

Do not use CPI logotype below the following size:

Primary logo
0.5 cm **CPI** COMMUNITY PARTNERS INTERNATIONAL

Secondary logo
0.9 cm **CPI** COMMUNITY PARTNERS INTERNATIONAL

Logo with tagline
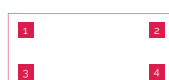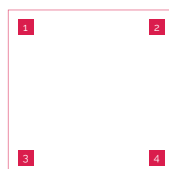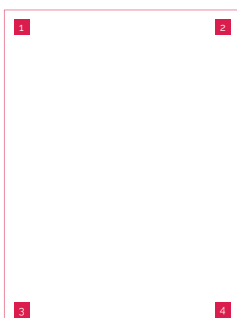0.8 cm **CPI** COMMUNITY PARTNERS INTERNATIONAL
Empower communities. Transform lives.

LOGO PLACEMENT

Regardless of key visual size, the CPI logo can be placed in the three following locations in no particular order.

1. Top Left
2. Top Right
3. Bottom Left
4. Bottom Right

DESIGN ELEMENTS

These key design elements help guide the viewer and add a distinct visual character to CPI's brand.

Watermark
The watermark can be used as shown above. The placement must be on the right side only. The size is flexible, but color must be grey on white background or grey on the CPI background color with opacity at 46%. A dark version of the watermark can also be used on CPI background colors with full opacity grey on multiply in transparency mode.
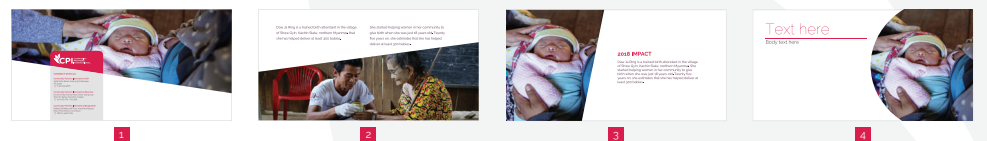
Key shapes
1. Rectangle shape with rounded corner on top of image
2. Title and image in key shape
3. Image in key shape on the side (left or right)
4. Stroke line in CPI's red color and a photo in rounded shape (left or right).

Overlay Colour
CPI color overlay on the image can be used as well. This also applies to secondary colors.

ICONS