**CPI**
COMMUNITY
PARTNERS
INTERNATIONAL

# BRAND IDENTITY & STANDARDS

Designer's guide

# Contents

# About Us

Community Partners International (CPI) empowers communities in Asia to meet their essential health and development needs. Founded by U.S. doctors and philanthropists in 1998, we have grown to serve more than 500,000 people each year in Myanmar (Burma) and Bangladesh.

We focus on communities affected by conflict, violence, and displacement, in remote and hard-to-reach contexts, and marginalized through poverty and exclusion.

We are committed to:
- Building strong and healthy communities.
- Improving the lives of women and girls.
- Creating pathways for leadership and innovation.
- Promoting sustainable and equitable development.

# Our Mission

Build thriving communities in Southeast Asia through equitable access to quality services for health and social welfare.

We achieve our mission through partnerships that are driven by local organizations using contextually appropriate, evidence-based approaches.

# Our Vision

Communities in Southeast Asia have the resources, capacity and information necessary to meet their own health, learning and development needs.

# Brand Values

CPI believes that every person should have access to the means to fulfill their potential. This belief inspires our commitment to empower communities in Asia to meet their essential health and development needs.

We believe in empowerment through partnership. We build deep, long-term partnerships with communities defined by respect, transparency and accountability, and founded on trust and integrity. These are partnerships of equals that elevate both partners.

We believe in empowerment through community-led development. We believe that communities themselves are best placed to understand and prioritize their needs, and develop and lead appropriate solutions to their challenges. Our experience shows that this creates greater resilience, sustainability and impact.

We also believe in:
- The guiding principles of humanitarian action: Humanity, Neutrality, Impartiality and Independence.
- Non-discrimination on the basis of citizenship status, race, ethnicity, religion, gender, special needs, and sexual orientation.
- Creative and evidence-based practices grounded in local experience.
- Wise and disciplined stewardship of our resources.

# 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.

# 01

## Logo
## Usage

### Primary Logo

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



### Primary Logo

With integrated tagline.



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.



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.

# 01

## Logo
## Usage

### 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.

Empower communities. Transform lives.

Empower communities.
Transform lives.

Empower communities.
Transform lives.

Empower communities.
Transform lives.

Empower communities.
Transform lives.

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.

# 01

## Logo
## Usage

## Minimum Size

Do not use CPI logotype below the following size:

**Primary logo**

0.5 cm

**Secondary logo**

0.9 cm

**Logo with tagline**

0.8 cm

# 01

## Logo
## Usage

## 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.
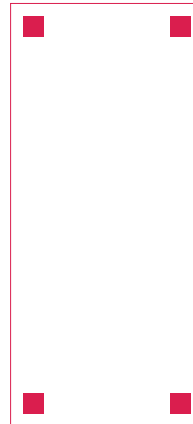
Primary logo

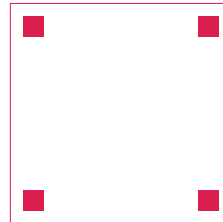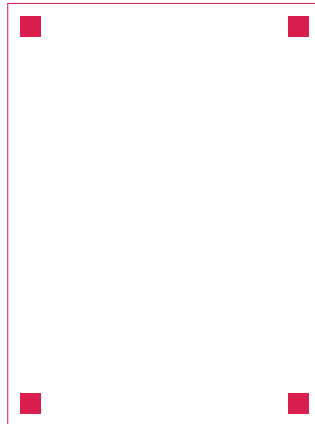Primary logo with tagline

Secondary logo

# 01

## Logo
## Usage

### 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

# 01

## Logo
## Usage

# 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.



Do not use on a busy background.



Do not change the font of the logotype.



Do not rotate the logotype.



Do not use on another colored background.



Do not change colors of the logotype.



Do not distort the logotype.

# O2

## Brand Colors

### Primary Colors

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

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

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

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

# 02

## Brand
## Colors

## Use in Background Color

The logo can be used on coloured background as per the examples below:

# 03

## 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, sed sem magna** ← Bold

**Erat nulla ac arcu suspendisse, sed sem magna** ← Semi Bold

Erat nulla ac arcu suspendisse, sed sem magna ← 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.

# 03

## Typography

Title: Arial Bold

Paragraph: Arial Regular

Highlight: Arial Bold (with magenta)

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

## Erat nulla ac arcu suspendisse, sed sem magna

← 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.
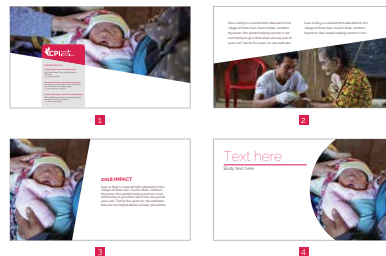
# 04

## 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

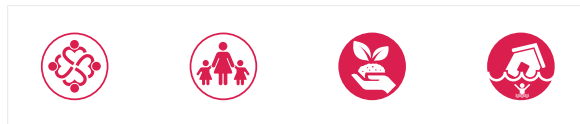CPI color overlay on the image can be used as well. This also applies to secondary colors.

# 04

## Design
## Elements

## Icon Use

Icons can be used as follows:

· Solid fill    · Non-solid fill

# Stationery Set

## Name Card - Asia (Myanmar)

A typical layout for a name card as an example.
Actual size: W 90 x H 55 mm. Shown here at 30%
of the actual size.

First name - Last name
Typeface: Raleway (Bold)  Size: 8 point
Position / Mobile / Phone / Email / Website / Address
Typeface: Raleway (Regular) and (Semi Bold)
Size: 6 point



Empower communities.
Transform lives.

**Name**
Position Title
Project/Unit (where applicable or leave blank)

+95  insert number          emailname@cpintl.org
+95  1 525 729 / 523 356    www.cpintl.org
**Community Partners International Asia HQ**
81 University Avenue Rd., Shwe Taung Gyar Ward (1), Bahan, Yangon, Myanmar

**Community Partners International USA**
2560 Ninth Street, Suite 315 B, Berkeley,
CA 94710, USA

**Yangon-based**



Empower communities.
Transform lives.

**Name**
Position Title
Project/Unit (where applicable or leave blank)

+95  insert number          emailname@cpintl.org
+95  insert number          www.cpintl.org
**Community Partners International (insert office location)**
Insert office address

**Community Partners International Asia HQ**
81 University Avenue Rd., Shwe Taung
Gyar Ward (1), Bahan, Yangon, Myanmar

**Other Myanmar offices**

# 05

## Stationery Set

## Name Card - Asia (Bangladesh)

A typical layout for a name card as an example.
Actual size: W 90 x H 55 mm. Shown here at 60%
of the actual size.

First name - Last name
Typeface: Raleway (Bold)  Size: 8 point
Position / Mobile / Phone / Email / Website / Address
Typeface: Raleway (Regular) and (Semi Bold)
Size: 6 point

**CPI** COMMUNITY PARTNERS INTERNATIONAL

Empower communities.
Transform lives.

**Name**
Position Title

+880 insert number          emailname@cpintl.org
+880 15 3420 6479           www.cpintl.org

**Community Partners International Bangladesh**
Rabbani Building (4th Floor), Opposite S. K. Tower, Kurushkul Bypass Road,
Cox's Bazar, Bangladesh

**Community Partners International USA**
2560 Ninth Street, Suite 315 B, Berkeley,
CA 94710, USA

**CPI** COMMUNITY PARTNERS INTERNATIONAL

# 05

## Stationery Set

## Name Card - USA

A typical layout for a name card as an example.
Actual size: W 3.5 x H 2 in. Shown here at 60% of
the actual size.

First name - Last name
Typeface: Raleway (Bold)  Size: 8 point
Position / Mobile / Phone / Email / Website / Address
Typeface: Raleway (Regular) and (Semi Bold)
Size: 6 point

CPI COMMUNITY PARTNERS INTERNATIONAL

Empower communities.
Transform lives.

**Name**
Position Title
Project/Unit (where applicable or leave blank)

+1 insert number          emailname@cpintl.org
+1 510 225 9676           www.cpintl.org

**Community Partners International USA**
2560 Ninth Street, Suite 315 B, Berkeley, CA 94710, USA

**Community Partners International Asia HQ**
81 University Avenue Road, Shwe Taung
Gyar Ward (1), Bahan, Yangon, Myanmar

CPI COMMUNITY PARTNERS INTERNATIONAL

# 05

## Stationery Set

### A4 Letterhead - US Address - A4 (non-US)

A typical layout for a letterhead as an example.
Actual size: W 210 x H 297 mm. Shown here at 30%
of the actual size.

Address / Phone / Email / Website
Typeface: Raleway (Regular) and (Semi Bold)
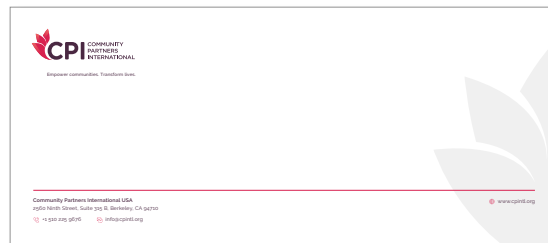Size: 6.5 point

# 05

## Stationery Set

## Letterhead - US Address - Letter (US)

A typical layout for a letterhead as an example.
Actual size: W 8.5 x H 11 in. Shown here at 30% of
the actual size.

Address / Phone / Email / Website
Typeface: Raleway (Regular) and (Semi Bold)
Size: 6.5 point

# Stationery Set

## Envelope - US Address -DL (non-US)

A typical layout for an envelope as an example.
Actual size: W 220 x H 110 mm. Shown here at 30%
of the actual size.

Address / Phone / Email / Website
Typeface: Raleway (Regular) and (Semi Bold)
Size: 6.5 point

# 05

## Stationery Set

## Envelope - US Address - C4 (non-US)

A typical layout for an envelope as an example.
Actual size: W 229 x H 325 mm.
Shown here at 20% of the actual size.

Address / Phone / Email / Website
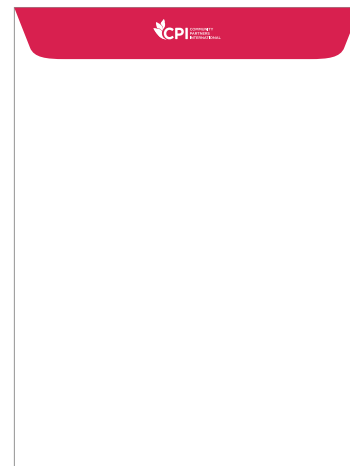Typeface: Raleway (Regular) and (Semi Bold)
Size: 6.5 point

# 05

## Stationery Set

## Envelope - US Address - #10 (US)

A typical layout for an envelope as an example.
Actual size: W 9.5 x H 4.125 in. Shown here at 30%
of the actual size.

Address / Phone / Email / Website
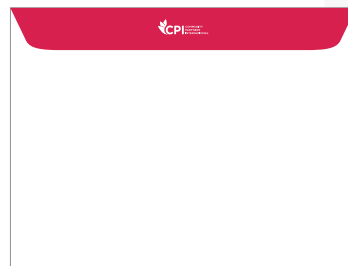Typeface: Raleway (Regular) and (Semi Bold)
Size: 6.5 point

# 05

## Stationery Set

### Envelope - US Address - A6 (US)

A typical layout for an envelope as an example.
Actual size: W 6.5 x H 4.75 in. Shown here at 30%
of the actual size.

Address / Phone / Email / Website
Typeface: Raleway (Regular) and (Semi Bold)
Size: 6.5 point

# 05

## Stationery Set

## Envelope - US Address - Manila Portrait (US)

A typical layout for an envelope as an example.
Actual size: W 9 x H 12 in. Shown here at 20% of
the actual size.

Address / Phone / Email / Website
Typeface: Raleway (Regular) and (Semi Bold)
Size: 6.5 point

# Stationery Set

## Envelope - US Address - Manila Landscape (US)

A typical layout for an envelope as an example.
Actual size: W 12 x H 9 in. Shown here at 15% of
the actual size.

Address / Phone / Email / Website
Typeface: Raleway (Regular) and (Semi Bold)
Size: 6.5 point

# 05

## Stationery Set

## Notepad - A5 (Non-US)

A typical layout for a Notepad as an example.
Actual size: W 148 x H 210 mm. Shown here at
30% of the actual size.

Address / Phone / Email / Website
Typeface: Raleway (Regular) and (Semi Bold)
Size: 6.5 point

# 05

## Stationery Set

### Notepad - Half Letter (US)

A typical layout for a Notepad as an example.
Actual size: W 5.5 x H 8.5 in. Shown here at 30%
of the actual size.

Address / Phone / Email / Website
Typeface: Raleway (Regular) and (Semi Bold)
Size: 6.5 point

# 05

## Stationery Set

## Folder - Bangladesh

A typical layout for a folder as an example.
Actual size: W 457 x H 305 mm. Shown here at 15%
of the actual size.

Address / Phone / Email / Website / Facebook
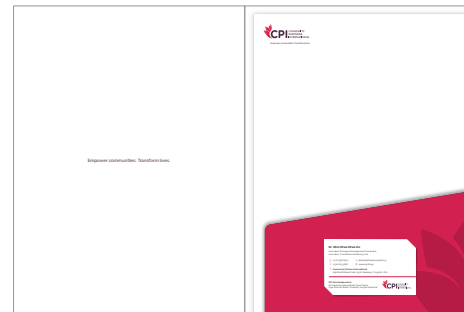Typeface: Raleway (Regular) and (Semi Bold)
Size: 9 point

05

Stationery
Set

## Folder - USA

A typical layout for a folder as an example.
Actual size: W 457 x H 305 mm. Shown here at 15%
of the actual size.

Address / Phone / Email / Website / Facebook
Typeface: Raleway (Regular) and (Semi Bold)
Size: 9 point

# 05

## Stationery Set

## Folder - Myanmar

A typical layout for a folder as an example.
Actual size: W 457 x H 305 mm. Shown here at 15%
of the actual size.

Address / Phone / Email / Website / Facebook
Typeface: Raleway (Regular) and (Semi Bold)
Size: 9 point

# 06

## Photography

We use photographs to provide context to our work and to inspire people by portraying the impact that we achieve together with our supporters and community partners. As general rule, we avoid using photographs that depict individuals and communities as passive recipients. Instead, we use photographs that show vibrant and diverse communities, actively engaged and empowered in leading the solutions to their challenges.

# 07

## File Library

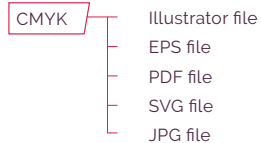### Logo file (Horizontal and Vertical)

**Full color logo**
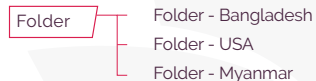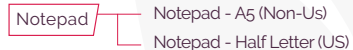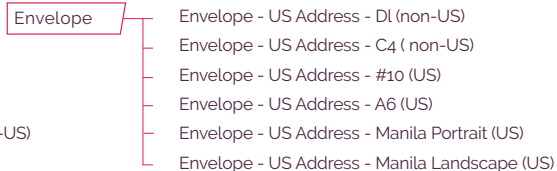
CMYK
- Illustrator file
- EPS file
- PDF file
- SVG file
- JPG file

RGB
- Illustrator file
- PDF file
- JPG file
- PNG file

**On Red Background**

CMYK
- Illustrator file
- EPS file
- PDF file
- SVG file
- JPG file

RGB
- Illustrator file
- PDF file
- JPG file
- PNG file

**On Purple Background**

CMYK
- Illustrator file
- EPS file
- PDF file
- SVG file
- JPG file

RGB
- Illustrator file
- PDF file
- JPG file
- PNG file

### Stationery

Name Card
- Name Card - Asia (Myanmar)
- Name Card - Asia (Bangladesh)
- Name Card - USA

Letterhead
- A4 Letterhead - US Address - A4 (non-US)
- Letterhead - US Address - Letter (US)

Envelope
- Envelope - US Address - Dl (non-US)
- Envelope - US Address - C4 ( non-US)
- Envelope - US Address - #10 (US)
- Envelope - US Address - A6 (US)
- Envelope - US Address - Manila Portrait (US)
- Envelope - US Address - Manila Landscape (US)

Notepad
- Notepad - A5 (Non-Us)
- Notepad - Half Letter (US)

Folder
- Folder - Bangladesh
- Folder - USA
- Folder - Myanmar

## CONNECT WITH US

**Community Partners International USA**
2560 Ninth Street, Suite 315 B, Berkeley,
CA 94710
📞 +1 510 225 9676

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81 University Avenue Road, Shwe Taung Gyar
Ward (1), Bahan Township, Yangon
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f **communitypartnersinternational**