

Cerise+SPTF

Branding & Media Kit

for Members and Partners



Contact:
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If needed, download branding material

Click on the link (or copy/paste in your browser):

<https://en.spi-online.org/resources/view/cerise-sptf-branding-kit>

Feature Us in Your Communications Materials

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1. Website Mention

Incorporate **our logo and a brief description** of our partnership on your website's partner list or web page. This further solidifies our partnership and promotes visibility within your network. Feel free to **hyperlink** to our websites for easy access to more information.

2. News and Press releases

Consider mentioning us in your **newsletters, news articles, blogs, or press releases** when relevant. Sharing success stories or updates about our joint initiatives helps in showcasing our collective commitments and achievements.



Cerise+SPTF website:
<https://cerise-sptf.org/>



SPI Online website:
<https://en.spi-online.org/>



Universal Standards webpages:
<https://cerise-sptf.org/universal-standards/>



Client Protection Pathway webpages:
<https://cerise-sptf.org/client-protection-main/>

Feature Us in Your Communications Materials

3. Social Media Shoutouts

Share posts or stories highlighting our collaborative projects, events, or milestones. **Tagging us** in your posts ensures visibility and engagement from our shared audience.



LinkedIn:

@Cerise+SPTF

<https://www.linkedin.com/company/social-performance-task-force/>



Twitter:

@CeriseSptf

<https://twitter.com/cerisesptf>



Facebook:

<https://www.facebook.com/SocialPerformanceTaskForce>

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4. Reports and Publications

Include references to our partnership in your reports such as **Annual Reports, Impact Reports, Activity Reports, and Social Performance Reports/Frameworks**. This could involve mentioning joint projects, initiatives, or support for industry standards like the Universal Standards, CP Pathway, and/or SPI Online assessment tools and resources.



Oikocredit Impact Report 2022



MEF 2022 Annual Report

Branding Guidelines

Name

Cerise+SPTF

- Please use **singular**
- Please note that Cerise and SPTF **legally remain separate entities:**

- ✓ *“Cerise” in small caps*
- ✓ *“SPTF” in capitals*
- ✓ *No space*

➤ *“Cerise+SPTF has published...”*

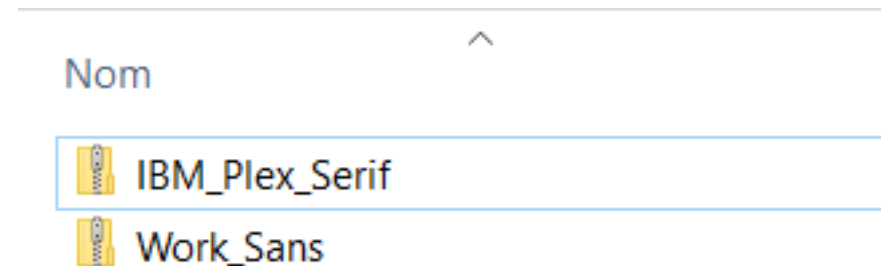
- *Cerise+SPTF is a **joint venture** between the Social Performance Task Force (SPTF) and Cerise. Our joint venture operates under a **Memorandum of Understanding**; legally, we remain separate entities.*

Fonts

Titles & text = Work Sans or Helvetica

Quotes, notes = *IBM Plex Serif Italic*

➤ *Save font folders on your computer to be able to use them*



Colors 1/2

Primary Colors

	Blue	Green	Beige
RED	42	46	250
GREEN	48	160	244
BLUE	73	146	234
HEX	#2A3049	#2EA092	#FAF4EA

Universal Standards Colors

	Dimension 1	Dimension 2	Dimension 3	Dimension 4	Dimension 5	Dimension 6	Dimension 7
RED	243	90	206	244	91	232	95
GREEN	115	192	138	162	120	196	211
BLUE	108	235	228	97	228	106	148
HEX	#F3736C	#5AC0EB	#CE8AE4	#F4A261	#5B78E4	#E8C46A	#5FD394

Colors 2/2

Other Colors

	Black	Grey dark	Grey middle	Grey light	White	Light Green	Light Orange	Light Blue	Light Purple
RED	0	128	192	234	255	232	253	222	245
GREEN	0	128	192	234	255	248	237	227	231
BLUE	0	128	192	234	255	246	223	250	250
HEX	#000000	#808080	#C0C0C0	#EAEAEA	#FFFFFF	#E8F8F6	#FDEDDE	#DEE3FA	#F5E7FA

Logos

- Main logo



- Sub-logos



➤ *All logos in PNG are available in the Branding Kit*

If you need other formats, please contact c.fernandez@cerise-spm.org

Co-branding

➤ *Please keep a “security zone” around the logos*

Vertical



Horizontal



Forbidden





CERISE+SPTF

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