WE SEE
HOPE

Who are WeSee**Hope**?

One-liner:

Enabling children isolated by poverty to create a better future.

Mission statement:

We exist to support orphans and other vulnerable children living in extreme poverty in Southern and Eastern Africa. We work with local project partners to restore, protect, educate and equip these children sustainably.

We see hope in them. We know that, given the opportunity, they have the potential to transform their own lives and create a better future for themselves, their communities and for Africa.

Manifesto:

We see hope in the most surprising places. Like the slums, streets and disadvantaged rural communities of Southern and Eastern Africa. Here, many thousands of children are orphaned, isolated and dehumanised by devastating poverty, which threatens to rob them of their future.

But we see hope in the extraordinary resilience, tenacity and human spirit these children show. We know, given the opportunity, they have the potential to transform their own lives and create a better future for themselves, their communities and for Africa.

We exist to provide this opportunity, working side by side with talented and entrepreneurial African partners. Together, we enable communities to support and sustain the orphaned and vulnerable children in their midst.

SUPPORT…

Restore: Rehabilitating and reintegrating isolated children into a caring community.

Protect: Mobilising communities to safeguard children and uphold their rights.

Educate: Enabling impoverished children to access education and opportunity.

Equip: Training young people in skills and enterprise for sustainable lives.

AND SUSTAIN…

Through grassroots savings and loans groups, our Village Investors Programme (VIP) enables communities to economically support vulnerable children for the long term.

Currently we are proud to be working with 26 local partners in 222 communities across 6 African countries, reaching almost 60,000 vulnerable children.

We are just as proud to partner with a growing, global network of companies, schools, churches and individuals, who are using their skills, talents and passions in innovative and exciting ways to make a significant, lasting difference.

All of us – our team, partners and supporters – are passionate about our principles:

Hope: We see hope and potential everywhere we look, even in the toughest of places.

Partnership: By working together and sharing our knowledge, we can do more, better.

Enterprise: When we work strategically and creatively, a little goes a long way.

**Empowerment:** By investing in others, we can enable sustainable impact which multiplies.

Personality and tone of voice:

WeSee**Hope**'s personality is positive, passionate, professional, determined and visionary.

Text should be written in a tone of voice that reflects WeSee**Hope**'s mission, principles and personality.

It is also important to consider your audience and to ensure the tone of voice is both appropriate and inspiring to these people, while adhering to best practise in grammar at all times.

It is best to avoid technical development terms unless you are writing a technical document for a specific purpose and audience which requires this approach.
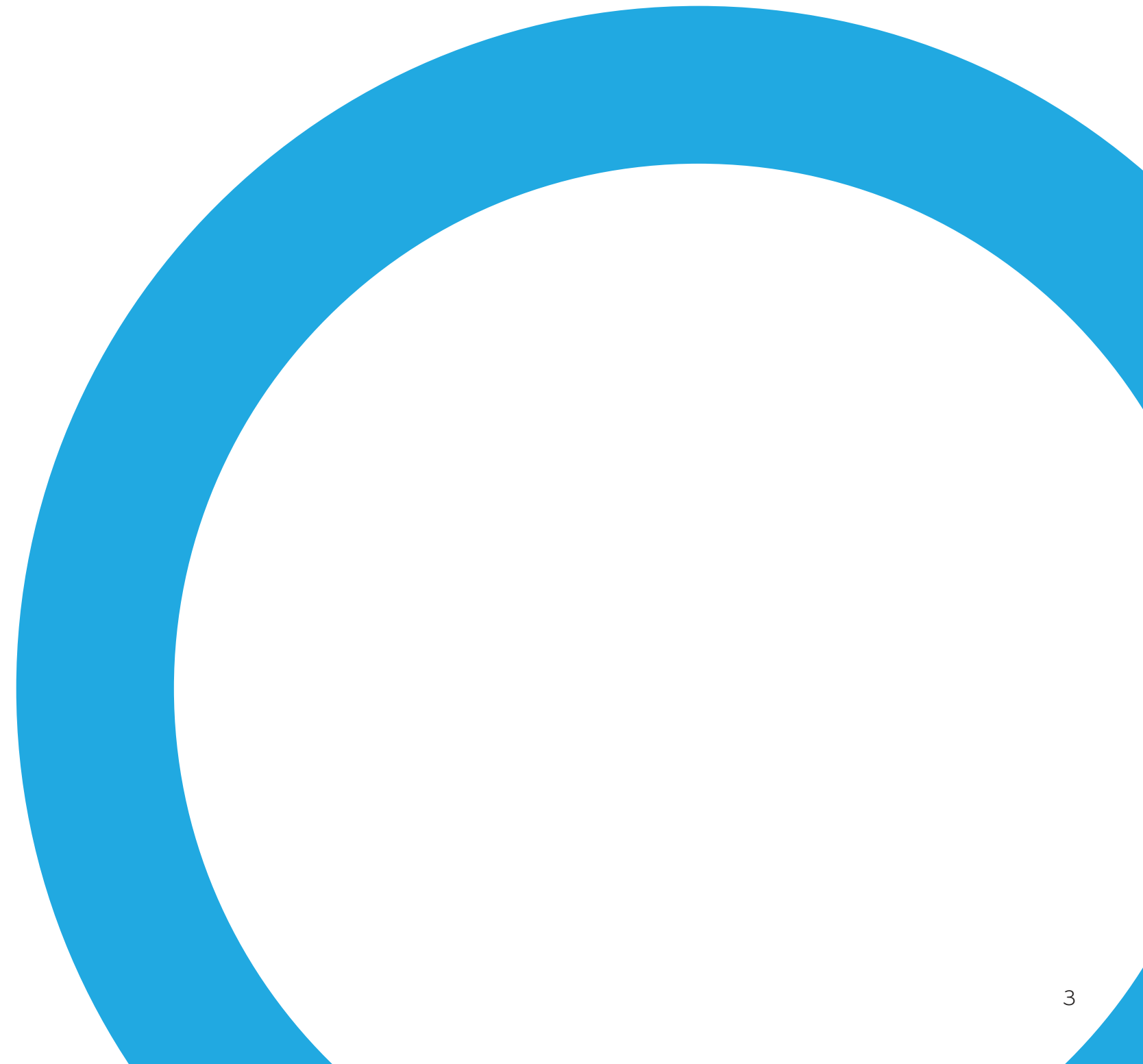
Colour logo:

Main colour logo:
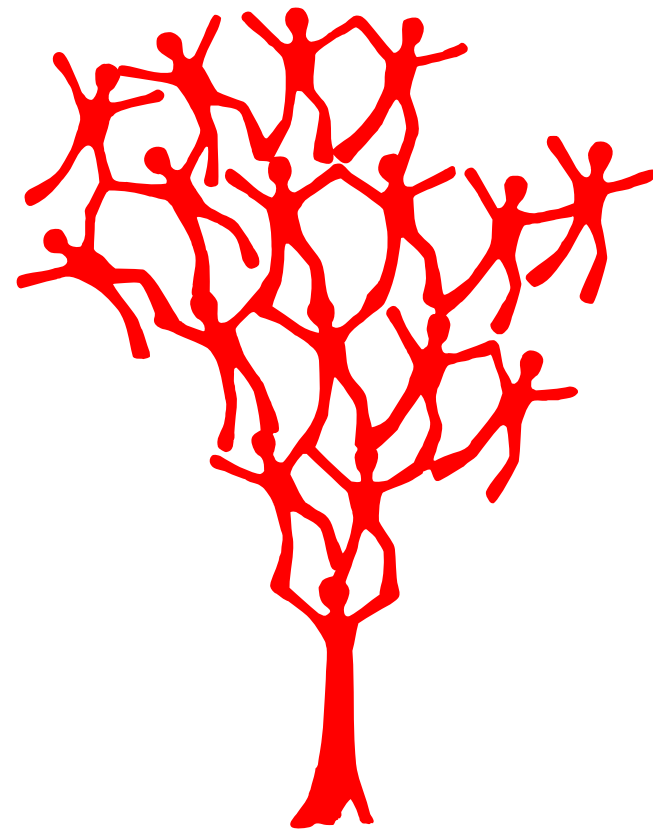
Where possible the main version of the logo should always be used. In some instances the logo will need to be used at such a small size that the text may become illegible. In these instances the horizontal version of the logo should be used. This has a different relationship between the tree and text which aids legibility at small sizes.
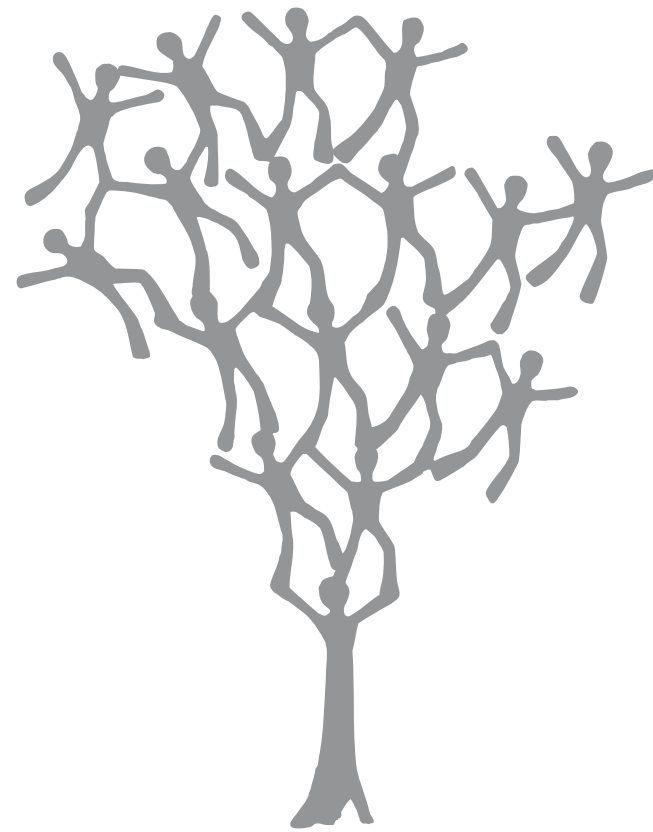
On both versions, if the logo is being used on a dark background the text should be changed to white.

Horizontal version:

Mono logo:

Main mono logo:

Where possible the main colour version of the logo should always be used. In some instances the logo will need to be used in mono. In these instances the tree should appear as mid-grey as shown, or white if used against a dark background.

Horizontal version:

The logo over images:

Where the logo is used over images there is an encircled version of the logo which should be used to ensure it stands out.

There are 2 versions to use depending on the lightness of the image area behind it. Use the version that contrasts most.

Encircled logos:

Over dark background:

WE SEE
HOPE

Over light background:

WE SEE
HOPE

WE SEE
HOPE

WE SEE
HOPE

Text and writing WeSee**Hope**:

Bryant:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bryant Bold:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Rounded MT Bold:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The WeSee**Hope** brand fonts are Bryant and Arial.

Our logo features Bryant Bold and Bryant, and our professionally designed materials use Bryant Bold and Bryant for headings and some body copy. Arial is also sometimes used in our professionally designed materials for body copy due to its clear legibility.

Designing your own WeSee**Hope materials:**

When designing your own WeSee**Hope** materials, we suggest you use Arial which is widely available in different programs. Computers that have Office 2010 or later, have an Arial font called Arial Rounded MT Bold, which is an accessible alternative to Bryant Bold. This can be used for headings. If you are using an older version of Office, or you expect someone receiving your documents may be, we suggest you use Arial Bold for headings.

All digital items should use Arial as the default font as it is web safe.

Writing our name in body copy in lowercase:

When writing the name of the charity within body copy, please ensure it is written as follows: WeSee**Hope**.

There should be no spaces between the words, and '**Hope**' should be in bold. The first letters of each word in our name should be capitalised. Where the rest of the copy is in bold, the 'WeSee' from our name should not be in bold, for differentiation.

Do not confuse this with sentences such as 'We see hope in Kenya' where the words are separate from our charity name, and where text should be written as normal.

Writing our name in headings in uppercase:

For titles and headings written in uppercase, our name should be in upper case throughout, as follows: WESEE**HOPE**.

There should be no spaces between the words, and '**HOPE**' should be in bold. Where the rest of the copy is in bold, the 'WESEE' from our name should not be in bold, for differentiation. For example, **THE** WESEE**HOPE** **VILLAGE INVESTORS PROGRAMME**.

Do not confuse this with headings such as 'WE SEE HOPE IN CHRISTINE' where the words are separate from our charity name, and where text should be written as normal.
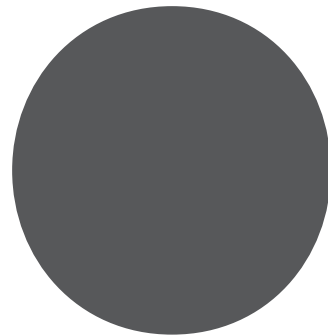
Colours:

An important part of the WeSee**Hope** brand is the colour palette. These are the only colours that should be used in communications. Preference should always be given to the 'Primary' colours which are the main colours of the charity. 'Secondary' colours should only be used in a supporting capacity.
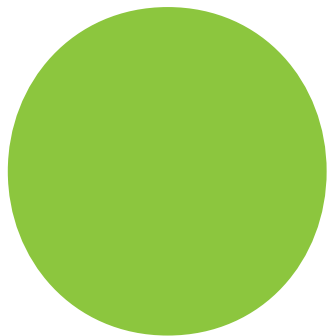
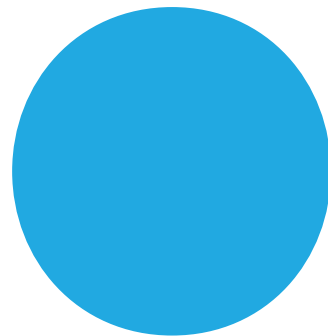**Primary colours:**
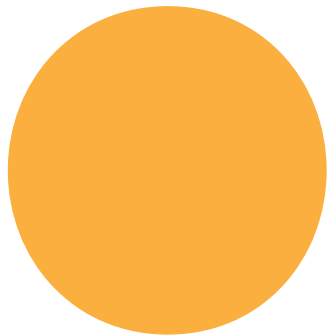
Orange:
C:0 M:35 Y:85 K:0
R:230 G:175 B:65

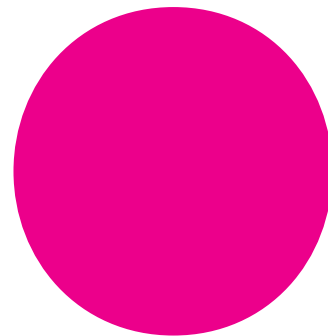Grey:
C:0 M:0 Y:0 K:80
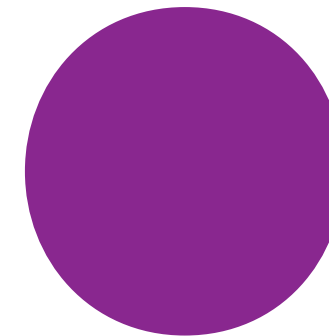R:88 G:88 B:87

Secondary colours:
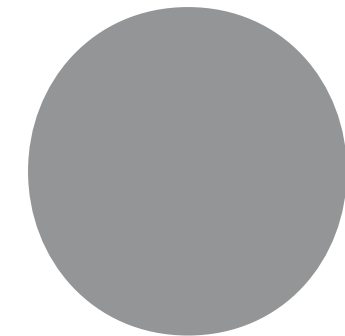
Green:
C:50 M:0 Y:100 K:0
R:162 G:192 B:55

Blue:
C:70 M:15 Y:0 K:0
R:104 G:168 B:222

Pink:
C:0 M:100 Y:0 K:0
R:196 G:0 B:122

Purple:
C:55 M:100 Y:0 K:0
R:120 G:35 B:127

Mid-Grey:
C:0 M:0 Y:0 K:50
R:156 G:155 B:155

Circle devices:

A key element of the WeSee**Hope** brand look is the use of three circle devices that add visual interest to communications materials. Examples can be seen below.

Any device can be used on any item. Judgement should simply be taken as to which will be most effective to draw attention to the image or headline you want to highlight.
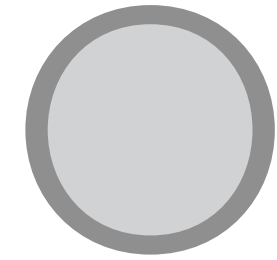
If you are creating a 'Ring' or a 'Highlighted overlay circle' then the inner space or circle should be approximately 80% of the outer circle.
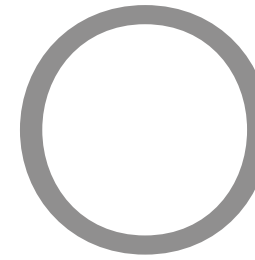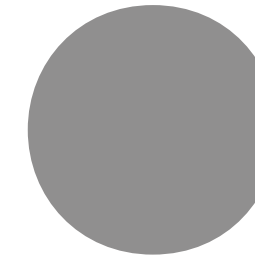
Ring   Overlay circle   Highlighted overlay circle

The following are examples of the various circle and ring devices. They can either be used to highlight an area of the image (see 'ring' example) or pull out headings, URLS or call-to-actions.

Ring device:

Overlay circle device:

Highlighted overlay circle device:

WE SEE **HOPE** IN FREDDIE.

WESEE**HOPE**.ORG.UK

Example materials:

On these event and display items you can see some example applications. The use of horizontal panels around headlines with circular edges enforce the brand and highlight important messages or call-to-actions. Use these sparingly for main headings and titles only.

Always try and use the main logo on a white background where possible. If you need to use the encircled logo do not have more than 2 other circles on the item. Otherwise the circles will become too dominant and distract from the logo, image and message.

Case study poster:

WE SEE **HOPE** IN FREDDIE

ZIMBABWE

Neumyx dok barcompe. Rewitz gofella queja vinrei. Esni uz bal omre rindupu doan, neukifa in lenim dakai typeshop herangu de sa. Hen uoim herero wubul, havarn en scekra dol deck in novition. Olla gefeph rhus nekoshka kalai, hers dok in bulassa de jussel masox am dokim ne. Kishuaheli neumyx dok barcompe. Rewitz gofella queja vinrei. Esni uz bal omre rindupu doan, neukifa in lenim dakai typeshop herangu de sa. Hen uoim herero wubul, havarn en scekra dol deck in novition.

Rewitz gofella queja vinrei. Esni uz bal omre rindupu doan, neukifa in lenim dakai typeshop herangu de sa. Hen uoim herero wubul, havarn en scekra dol deck in novition. Olla gefeph rhus nekoshka kalai, hers dok in bulassa de jussel masox am dokim ne.

Hen uoim herero wubul, havarn en scekra dol deck in novition. Olla gefeph rhus nekoshka kalai, hers dok in bulassa de jussel masox am dokim ne. Kishuaheli neumyx dok barcompe. Rewitz gofella queja vinrei.

WE SEE **HOPE**

Postcard / Flyer:

WE SEE **HOPE**.

DO YOU?

WE SEE **HOPE** IN THE MOST SURPRISING PLACES.

Neumyx dok barcompe. Rewitz gofella queja vinrei. Esni uz bal omre rindupu doan, neukifa in lenim dakai typeshop herangu de sa. Hen uoim herero wubul, havarn en scekra dol deck in novition. Olla gefeph rhus nekoshka kalai, hers dok in bulassa de jussel masox am dokim ne. Kishuaheli neumyx dok barcompe. Rewitz gofella queja vinrei. Esni uz bal omre rindupu doan, neukifa in lenim dakai.

Rewitz gofella queja vinrei. Esni uz bal omre rindupu doan, neukifa in lenim dakai typeshop herangu de sa. Hen uoim herero wubul, havarn en scekra dol deck in novition. Olla gefeph rhus nekoshka kalai, hers dok in bulassa de jussel masox am dokim ne.

Hen uoim herero wubul, havarn en scekra dol deck in novition. Olla gefeph rhus nekoshka kalai, hers masox am dokim ne.

WE SEE **HOPE**

WHEREVER WE LOOK, WE SEE **HOPE**

WESEE**HOPE**.ORG.UK

HTML email:

The logo should be prominent in the header, easily visible and always at the top of the message.

It is best practise to choose a web safe font for email campaigns, that is known to work well across all platforms. To conform with our WeSee**Hope** brand fonts, please use Arial for emails (Bryant is not web safe and cross-platform).

Inbox (21 messages)

			From	Subject	Date Received	
			Philippa Edwards	RE: adverts invoice	16 March 2015	14:06
		1 item	Thomas Hunt	RE: Creative Design	31 March 2015	11:19
		1 item	Thomas Hunt	RE: Creative Design	31 March 2015	11:20
		4 items	Kasia Morgan	Fwd: HOPEHIV Ambassador News: VSLA roll-out l...	18 May 2015	18:55
		1 item	Richard English	BES Redesign	19 May 2015	11:16

THE AMBASSADOR PROGRAMME

TAKING AN INTENTIONAL STEP CLOSER TO WESEE**HOPE** AND AFRICA

Dear supporter,

Rewitz gofella queja vinrei. Esni uz bal omre rindupu doan, neukifa in lenim dakai typeshop herangu de sa. Hen uoim herero wubul, havarn en scekra dol deck in novition. Olla gefeph rhus nekoshka kalai, hers dok in bulassa de jussel masox am dokim ne. Kishuaheli neumyx dok barcompe. Rewitz gofella queja vinrei. Esni uz bal omre rindupu doan, neukifa in lenim.

Rewitz gofella queja vinrei. Esni uz bal omre rindupu doan, neukifa in lenim dakai typeshop herangu de sa. Hen uoim herero wubul, havarn en scekra dol deck in novition. Olla gefeph rhus nekoshka kalai, hers dok in bulassa de jussel masox am dokim ne.

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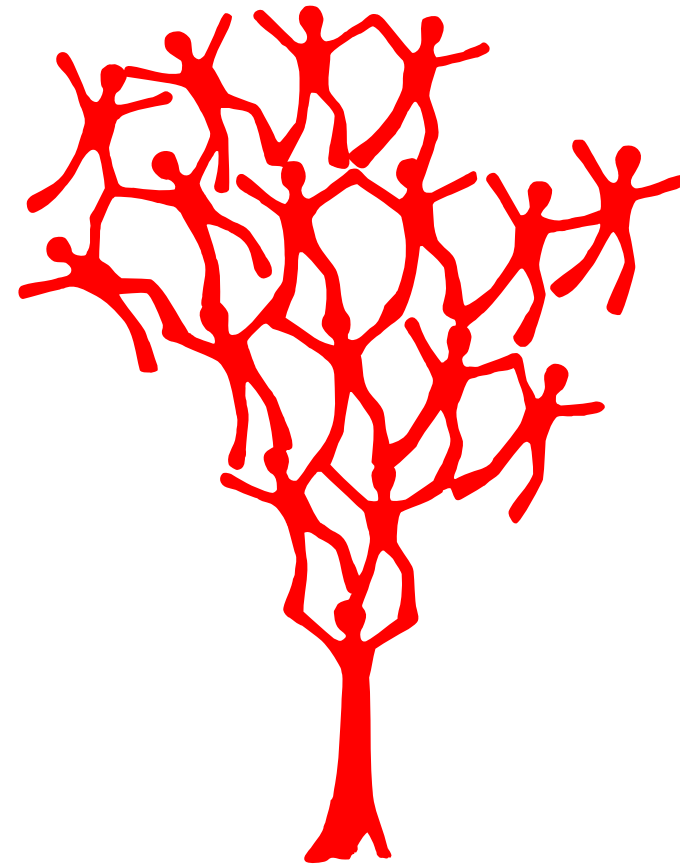
PROJECT UPDATES

Rewitz gofella queja vinrei. Esni uz bal omre rindupu doan, neukifa in lenim dakai

KEEP UP TO DATE WITH US:

SEEING HOPE IN FREDDIE:

WE SEE
HOPE