

# ***Viwango Brand Guidelines***

***(Promoting your certification)***

***November 2012***

## **Introduction**

Congratulations! Attaining and maintaining Viwango certification status requires a significant effort, strong teamwork, and a commitment at all levels of your organization observing the highest standards in running your organisations and enhancing your capacity to impact on the lives of the people you serve. Your organization deserves to be proud of this achievement, and Viwango provides many tools to help you promote your certification status and make the most of your investment in certification.

To help you get started, Viwango offers this brief guide to promoting your certification along with a CD that includes the certification mark files, text templates, and HTML code that makes it easy to add a link to Viwango and display the Viwango mark of Certification on your website.

Again, congratulations on your achievement. We hope this guide and the resources available on our website provide a useful toolkit to help you create an effective public information and marketing effort to share the news and increase the value of your certification

### **1.0 Celebrate your certification**

Setting aside a special time for staff members to share with one another what they've accomplished and acknowledge one another's efforts will help show appreciation of their teamwork. You might want to honour your staff's hard work and commitment with an appropriate event e.g. catered lunch.

#### **1.1 Beneficiaries, leaders, and the public**

CSOs can invite beneficiaries, donors, leaders, and the public to a community event at their organization to recognize earning certification. Social events can be useful vehicles to announce your certification and acquaint the stakeholders with your organisation.

#### **1.2 Funders and regulators**

Some of your funders and regulators may already know about your certification, but this should not preclude you from proudly announcing it to them. Consider these questions:

- Which funding and regulatory entities are vested in your certification?
- With whom and at what level should you make contact?
- How can you make that contact?
- What do you expect to gain from that contact?

#### **1.3 The community**

Marketing to the community can increase the number of supporters and strengthen your reputation. How can you highlight your certification to improve this image?

### **2.0 How to distribute a news release**

Decide which audiences you want to reach. Are you trying to reach beneficiaries, donors, or the community? Research which publications including online ones that reach your target audience. These might be local newspapers, magazines, or journals. Don't overlook radio and TV stations if they cover news such as yours. In today's social-media conscious world, you might want to reach bloggers who write about CSOs too.

Become familiar with each publication's content. What kind of stories does it feature? Then look for contact information for the editor or reporter on the publication's website or in the publication itself. If possible, speak to the editor face-to-face or by telephone. In your conversation, you can further determine the types of stories the publication covers.

Next, tailor the content of your news release to the needs of the editor and, by extension, the interests of the publication's readers. Check to be sure you submit the news release in the way the publication prefers. Most publications accept emailed news releases, but some might prefer faxes.

### **3.0 Email signature taglines**

Managers and employees can add a note about your certification to their email signature file.

### **4.0 Recorded messages**

Many organizations play recorded informational messages when callers are on hold. You can use the recording to promote your certification, using similar language to what you have in print.

### **5.0 Public presentation**

If your organization has a staff members that give public presentations about your services, be sure they mention your certification.

Certification can be difficult to explain to those unfamiliar with the concept. Following are some examples of wording you can use as a starting point to help explain your certification in simple language.

#### **5.1 What is certification?**

- Certification is official recognition that our organization is guided by recognized CSO standards and best practices.
- Viwango certification consists of ongoing consultation and in-depth on-site reviews to help our organization achieve the highest quality of programmes for our beneficiaries.
- Certification demonstrates that our organization has opened its business processes to outside scrutiny to improve the effectiveness of our organisation.
- Certification is a public statement that our organization strives to ensure that our services are of the highest possible quality.

#### **5.2 What does certification mean to persons served?**

- Certification demonstrates to beneficiaries that our organization is committed to reducing risk, and providing the best possible quality of programmes.
- Certification demonstrates that our organization values the input of our beneficiaries and is accountable to the community.
- Certification demonstrates that our organization has made a specific commitment to put the needs of our beneficiaries at the centre of everything we do.

### **5.3 What is Viwango?**

Viwango provides a framework, then consults and advises organizations to help improve their effectiveness.

Viwango is a non-profit organization that offers certification services and support to CSO's in improving their performance.

### **6.0 Guidelines for citing your certification**

All references to your Viwango certification in print and online must clearly identify which level your organisation have been certified.

The examples below show some ways to represent your certification status.

- Viwango Certification was awarded to (Name of Your Organization)
- Viwango three year Certification was awarded to (Name of Your Organization)
- Viwango has certified (Name of Your Organization)
- (Name of Your Organization) has been certified by Viwango
- (Name of Your Organization) is pleased to announce that it has been awarded a Viwango certification.

When space is at a premium, you might include:

- Ask about our Viwango certification.
- What is Viwango certification? Please ask!
- Ask what our Viwango certification means to you.

You might add:

- An example of how certification has improved your services.
- A quote from your leadership about the certification experience.
- Staff reactions about how preparing for certification built teamwork.
- Stakeholder comments about your certification.
- Quotations from the certification report.
- A photo of your staff celebrating news of your certification

### **7.0 Viwango certificate**

Your certificate is a testimony of your commitment to quality standards and providing quality services.

You can frame and display your certificate in a reception area or other prominent location. You can also reproduced your certificate in a marketing brochure

### **8.0 Guidelines for displaying the Viwango Mark of excellence**

Viwango certification Mark is a very valuable asset. Its value will grow when used correctly and consistently across all communication platforms. By providing a uniform symbol wherever visual identification occurs, the mark is aimed at projecting quality and professionalism.

Correct handling of the Mark will ensure growth in brand equity and increased brand recognition. It is thus encouraged that each certified CSO takes time to accustom itself with these brand guidelines.

Brand guidelines are developed to protect the integrity and value which that brand represents through a series of measured and controlled processes.

- Certified CSOs may use the terms 'Viwango', 'certified' or 'certification'.
- Certified CSOs are required to display the Viwango certification mark and plaque in prominent places e.g. official website, on relevant official documents and offices.
- Usage of the mark should conform to agreed brand guidelines.
- The mark will include reference to the level of certification and expiry date

### **8.1 Mark colour**

- The mark should ideally always be used in full colour
- The one-colour or grayscale versions of the mark are to be used for applications only when the absence of colour is unavoidable

### **8.2 Exclusion Zone and Minimum Size reproduction**

The Mark should always be placed with as much breathing space as possible. The minimum exclusion zone surrounding the mark should be the height of \_\_\_\_\_

The exclusion zone provides sufficient space to avoid mark confusion and deterioration of the mark's legibility, especially when co-branding occurs or where there is potential for visual confusion.

### **8.3 Minimum reproduction size**

The mark may never be reduced to smaller than 25 mm in width without the strap line. The minimum it can be reduced with the slogan is 30 mm in width.

### **8.4 Brand Colours and Corporate Typeface**

To be determined

## 8.5 Use of the Mark

- The mark can only be used in its original form and is not to be tampered with in any way. It should never be stretched, distorted, skewed, modified or rotated.
- The mark and certificate should not be used as a product guarantee.
- Although it's always preferable to place the signature on a white background, there are times when it will need to appear over a colour. In these cases, make sure that all elements are as visible as possible.
- On the rare occasion when the mark needs to appear over a photograph, special care must be taken to ensure visibility of the mark.
- Remember, visibility is the goal here. Often, adjusting the position of a photograph or retouching the area where the mark resides will help you achieve that goal.
- The use of the mark is not transferable
- It can be used in letter head, website, annual report and publications, brochures and promotional materials. You can also reproduce the Mark of Certification on small promotional items such as pens or business cards.
- Viwango has a right to sue CSOs found to be misusing the mark.

Certification mark suitable for either printed or electronic reproduction is included on the CD and can also be downloaded by certified organizations from the **Viwango website**. When displaying the mark on your website, you are encouraged to link it to the Viwango website.

When reproducing the mark, the following guidelines apply:

- Nothing may be printed within or over the mark.
- The mark may not be combined with other images or designs to create a new symbol or image.
- Contact Viwango if you have any questions about whether the materials you are preparing are acceptable.