



**RIGHT TO PLAY**  
PROTECT. EDUCATE. EMPOWER.

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# BRAND GUIDELINES

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AUGUST 2019

# Welcome to Right To Play!

This book will help you to get to know our brand and guide you on how to use our elements. You'll find guidelines on brand identity (logo, colours, design, etc.), positioning and how to communicate about the brand. We want our brand to be one that people understand, know and love as much as we do. To do this, we must have a consistent identity and tone throughout all of our communications.

Consistency in visual appearance and communication is important because it drives awareness and loyalty. By applying these guidelines to all of our internal and external communications, programs, initiatives, and campaigns, we will be building value for the Right To Play brand.

## CONTENTS

|    |  |    |   |
|----|--|----|---|
| 4  | ABOUT US                                     | 48 | HOW WE TELL OUR STORY                       |
| 5  | OUR MISSION                                  | 49 | KEY MESSAGING & LINK TO SUPPORTING MESSAGES |
| 6  | BRAND POSITIONING                            | 51 | WRITER'S STYLE GUIDE                        |
| 7  | OUR INTERNAL CULTURE AND VALUES              |    |   |
| 9  | OUR TAGLINE                                  |    |   |
|    |  | 54 | STORIES                                     |
|    |  | 55 | BRINGING OUR BRAND TO LIFE WITH STORIES     |
|    |  | 57 | HONOURING THE UPRISERS                      |
|    |  |    |   |
| 12 | VISUAL IDENTITY                              | 60 | TONE & MANNER                               |
| 13 | PRIMARY LOGO                                 | 61 | OUR VOICE                                   |
| 14 | CLEAR SPACE FOR PRIMARY LOGO                 | 62 | PASSIONATE                                  |
| 15 | COLOUR VARIATIONS FOR PRIMARY LOGO           | 63 | AUTHENTIC & APPROACHABLE                    |
| 17 | IMPROPER USES FOR PRIMARY LOGO               | 64 | URGENT & IMPORTANT                          |
| 19 | NO TAGLINE LOGO                              | 65 | CREDIBLE                                    |
| 20 | CLEAR SPACE FOR NO TAGLINE LOGO              | 66 | EMPOWERING                                  |
| 21 | COLOUR VARIATIONS FOR NO TAGLINE LOGO        | 67 | FRESH                                       |
| 23 | IMPROPER USES FOR NO TAGLINE LOGO            | 68 | PLAYFUL                                     |
| 25 | LOGO MINIMUM SIZES                           |    |   |
| 26 | HOW WE USE OUR LOGO IN A PARTNERSHIP CONTEXT |    |   |
| 27 | BRANDMARK                                    |    |   |
| 28 | COLOUR VARIATIONS FOR BRANDMARK              |    |   |
| 29 | TYPOGRAPHY - DESIGN FONTS                    |    |   |
| 30 | TYPOGRAPHY - DAY-TO-DAY FONT                 |    |   |
| 31 | BRAND COLOURS                                |    |   |
| 33 | PHOTOGRAPHY                                  |    |   |
| 35 | PHOTOGRAPHY GUIDELINES                       |    |   |
| 37 | PHOTOGRAPHY EXAMPLES                         |    |   |
|    |  |    |   |
| 40 | COLLATERAL DESIGN                            |    |   |
| 41 | BUSINESS CARD                                |    |   |
| 42 | LETTERHEAD                                   |    |   |
| 43 | WORD DOCUMENT TEMPLATE                       |    |   |
| 44 | POWERPOINT PRESENTATION                      |    |   |
| 45 | MERCHANDISE GUIDELINES                       |    |   |



# About Us

## OUR MISSION

Protect, educate and empower  
children to rise above adversity  
using the power of play.

## BRAND POSITIONING

Right To Play empowers children to rise

### Brand Purpose

Ignite children's power to overcome the impact of  
poverty, war and disease.

### Our Brand Conviction

Play defeats despair and discovers possibilities.

### Functional Benefit

Protected, educated and empowered children.

### Emotional Benefit

Children conquering their challenges and unlocking their potential.

## OUR INTERNAL CULTURE AND VALUES

We are a global team of passionate humanitarians committed to transforming children's lives and empowering them to rise above adversity by harnessing the power of play.

To grow our impact, we are guided by a set of key values that we take very seriously and bring to life every day through our words, actions, and intentions.



### ACCEPT EVERYONE

Be intentional about inclusion



### MAKE THINGS HAPPEN

Seek opportunities to lead and innovate



### DISPLAY COURAGE

Act with integrity



### DEMONSTRATE CARE

Look after yourself and one another



### BE PLAYFUL

Have fun at work



## OUR TAGLINE

# PROTECT. EDUCATE. EMPOWER.

The change in our tagline reflects the broader brand shift to clearly focus on outcomes and impact. These three words encompass the impact we are striving for in our work. The word order is deliberately chosen to succinctly capture the process of transformation in children's lives.

Children cannot grow and thrive in environments where they are threatened by exploitation, violence and abuse. Sustainable change in children's lives begins by ensuring that they are protected and safe. In many places where we work, children's futures are threatened by child marriage, child labour, forced participation in conflicts and harmful traditional practices like female genital mutilation. We prevent and respond to these situations and create positive and safe environments where children can learn and succeed. We infuse these environments with play to provide rich and engaged learning experiences, both inside and outside the classroom.

**The result:** Empowered children with the confidence and knowledge they need to rise above adversity and become positive forces for change in their families, their communities and even their countries.





# Visual Identity

## PRIMARY LOGO

The primary logo should be used on the majority of communications. A horizontal and stacked version exist to accommodate all operational needs.

Our logos should not be altered in any way. The size and proximity of the brandmark to wordmark should not be changed. Only use versions of logos outlined in this document.

Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.

Do not put a white box around the logo when placed on a dark background and do not reproduce the logo in colours other than those specified in these guidelines.



## CLEAR SPACE FOR PRIMARY LOGO

It is important to present the logo in a way that ensures maximum legibility. The clear space around the logo acts as a buffer zone void of any other visual elements.

The "O" of the Right To Play wordmark is used as a consistent measurement to be used at any scale.





## COLOUR VARIATIONS FOR PRIMARY LOGO

The orange primary logo has two colour variations to accommodate all creative and technical requirements. Each logo has a reversed version to be used on dark backgrounds.

The orange primary logo should be used on the majority of executions. Always ensure the logo has enough contrast from the background and that the brandmark and wordmark are both legible.

Refer to the Collateral Design section to see logos in use.

### Primary logo with black wordmark and tagline:

To be used on a white or other light coloured background where the white wordmark and tagline may not be visible.



HORIZONTAL PRIMARY LOGO WITH BLACK WORDMARK & TAGLINE



STACKED PRIMARY LOGO WITH BLACK WORDMARK & TAGLINE

### Primary logo with white wordmark and tagline:

To be used on black or dark backgrounds where the black wordmark and tagline may not be visible.



HORIZONTAL PRIMARY LOGO WITH WHITE WORDMARK & TAGLINE



STACKED PRIMARY LOGO WITH WHITE WORDMARK & TAGLINE

### All white logo:

To be used on black or dark backgrounds where the black wordmark and tagline may not be visible OR on an orange background where the orange ball of the primary logo may not be visible.



HORIZONTAL ALL WHITE LOGO



STACKED ALL WHITE LOGO

## IMPROPER USES FOR PRIMARY LOGO



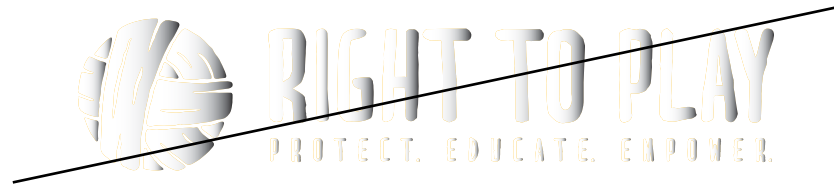
Do not change the logo's colours.



Do not add embossing to the logo.



Do not change the font.



Do not apply a gradient to the logo.



Do not apply a drop shadow.



Do not apply different colour combinations or change logo to include flag colours or colours relating to social causes.



Do not use a single-colour application except for white.



Do not alter any single element of the logo.



Do not angle the logo.



Do not stretch or manipulate.



Do not add words to the logo.

## NO TAGLINE LOGO

The no tagline logo includes only the Right To Play brandmark and wordmark without the tagline. This logo should be used only when the tagline version would not be legible on a small execution or due to a production limitation.

The no tagline version may also be used in contexts where the organization and what we do is communicated more extensively within the environment, platform or product. Examples of this would be the website, an annual report cover, etc.



## CLEAR SPACE FOR NO TAGLINE LOGO

The no tagline logo uses the same clear space rules as the primary logo. The “O” of the Right To Play wordmark is used to measure the clear space at any scale.





## COLOUR VARIATIONS FOR NO TAGLINE LOGO

The no tagline logo with the orange brandmark and black wordmark is the preferred colour variation. Always ensure the logo has enough contrast from the background and that the brandmark and wordmark are both legible.

Refer to the Collateral Design section to see logos in use.

### No tagline logo with orange brandmark and black wordmark:

To be used on a white or other light coloured background where the white wordmark and tagline may not be visible.

### No tagline logo with orange brandmark and white wordmark:

To be used on black or dark backgrounds where the black wordmark may not be visible.

### All white no tagline logo:

To be used on black or dark backgrounds where the black wordmark may not be visible OR on an orange background where the orange ball of the primary logo may not be visible.



HORIZONTAL NO TAGLINE LOGO WITH  
BLACK WORDMARK



STACKED NO TAGLINE LOGO WITH  
BLACK WORDMARK



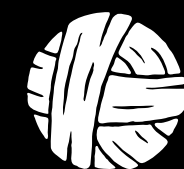
HORIZONTAL NO TAGLINE LOGO WITH  
WHITE WORDMARK



STACKED NO TAGLINE LOGO WITH  
WHITE WORDMARK



HORIZONTAL ALL WHITE NO TAGLINE LOGO



STACKED ALL WHITE NO TAGLINE LOGO

## IMPROPER USES FOR NO TAGLINE LOGO



Do not change the logo's colours.



Do not add embossing to the logo.



Do not change the font.



Do not apply a gradient to the logo.



Do not apply a drop shadow.



Do not apply different colour combinations or change logo to include flag colours or colours relating to social causes.



Do not use a single-colour application except for white.



Do not alter any single element of the logo.



Do not angle the logo.



Do not stretch or manipulate.



Do not add words to the logo.

## LOGO MINIMUM SIZES

All logos have a minimum size requirement to ensure legibility in all executions. The minimum size logo should be used selectively and only when absolutely necessary.

All logos are measured by their width.



PRIMARY HORIZONTAL WITH TAGLINE LOGO  
2" / 150 PIXELS



PRIMARY STACKED WITH TAGLINE LOGO  
1.5" / 110 PIXELS



PRIMARY HORIZONTAL NO TAGLINE LOGO  
2" / 150 PIXELS



PRIMARY STACKED NO TAGLINE LOGO  
1.5" / 110 PIXELS



PRIMARY HORIZONTAL NO TAGLINE LOGO  
1.75" / 130 PIXELS

For small print applications  
(e.g. on pens)

SMALL APPLICATION LOGO **HERE**

## HOW WE USE OUR LOGO IN A PARTNERSHIP CONTEXT

It is preferable to use only the primary Right To Play logo in project and location spaces. However, if a partner needs to be visually acknowledged the primary Right To Play logo can be used in conjunction with the logo of the other partner(s) only.

- When the primary Right To Play logo appears alongside other partner logos, all logos should be visually equal in size; no one logo should be larger than the other logos. Both logos should appear at the same level side by side. If space is limited and a stacked layout is required, the primary Right To Play logo should be on top. There are no exceptions to this rule.
- The primary Right To Play logo should always appear first, on the left-hand side and on the same line as the partner(s) logo (except in languages where reading is from right to left: e.g. Arabic. Then logo appears on the right).
- In exceptional situations where the partnership relationship depends on the partner logo appearing first, the primary Right To Play logo may appear second. But this should be the exception and should only be applied if no alternative is available.
- Wherever possible we should match a supporter's logo style. i.e. if they primarily use a stacked version of their logo or brandmark, then we should also use the stacked version of ours when it appears in the same line. If we are using an all-white version of our logo, we should only use an all-white version of theirs.



Remember to maintain a reasonable amount of clear space around each logo so as not to appear cluttered and interfere with the logo. If there are two partners present, the primary Right To Play logo should appear first.





# BRANDMARK

## The Shirtball

The brandmark is a graphic representation of a handmade ball. It honours the founding story of Right To Play when Johann Koss met a young Eritrean boy who fashioned a ball out of his shirt. The ball symbolizes how children will overcome limitations and create opportunities when given the most basic skills and tools.

The sections of the ball also produce the acronym for Right To Play. Although illustrated below, this should not be featured on any communications. The brandmark can be used in isolation but should always be supported by a full logo in some part of the execution.



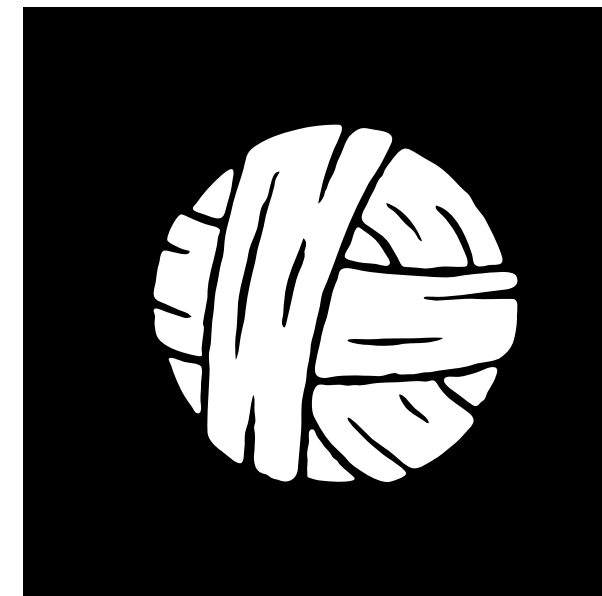
# COLOUR VARIATIONS FOR BRANDMARK

The one-colour orange brandmark should be used on the majority of executions. The alternate white version exists only to accommodate production limitations. Always ensure the brandmark has enough contrast from the background.

The one-colour orange brandmark is only done in the CMYK 0/30/100/0 / RGB 255/181/0 / HEX #FFB500 / Pantone 7549 C primary orange, not the dark or light oranges.



ORANGE BRANDMARK



ALL WHITE BRANDMARK

Links to all digital logo files:

[DROPTBOX LINK \*\*HERE\*\*](#)

[PLAYSPACE LINK \*\*HERE\*\*](#)

## TYPOGRAPHY - DESIGN FONTS

To maintain a consistent brand identity, two fonts are available to be used on all communications that are professionally designed. These two fonts are to be used only in products and collateral that are final and do not need to be revised. The fonts are intended to be used only in print materials or documents that can be shared as a PDF. Do not use these fonts in any products and collateral that cannot be exported as a PDF.

### MARI&DAVID:

**When to Use:** Headlines and sub-heads in print and online materials.

**Attributes:** Handwritten font that injects a level of humanity into the brand. It should be used sparingly and in conjunction with the Rubik font.

The quick brown fox jumped over the lazy dog.

MARI&DAVID Regular MARI&DAVID Bold MARI&DAVID Extrabold

### Rubik:

**When to Use:** Body copy in print and online materials.

**Attributes:** Clean legible font with many weights to accommodate all design needs.

The quick brown fox jumped over the lazy dog.

Rubik Light Rubik Regular Rubik Medium Rubik Bold Rubik Black

## TYPOGRAPHY - DAY-TO-DAY FONT

To maintain a consistent brand identity, Calibri is available to be used on all communications that aren't professionally designed. Calibri is a clean legible sans-serif with many weights to accommodate all day-to-day needs. Refer to the Collateral Design section to see the fonts in use.

Calibri is to be used in all products and collateral that are intended to be revised on an on-going basis and shared digitally, such as: Word documents, PowerPoints, letters, etc. Calibri is used on all e-mails. Calibri is intended to be used in print materials or documents that cannot be shared as a PDF.

### Calibri:

**When to Use:** Headlines, sub-heads and body copy in print and online materials.

**Attributes:** Clean, legible font with many weights to accommodate all design needs.

The quick brown fox jumped over the lazy dog.

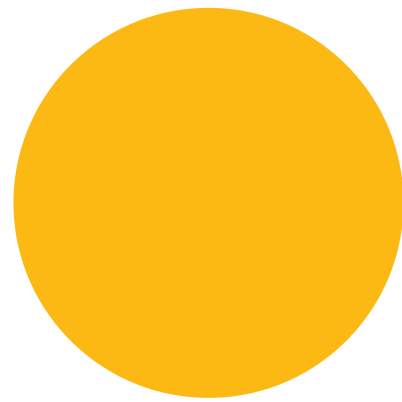
Calibri Light Calibri Regular Calibri Bold

## BRAND COLOURS

Colours help keep a consistent brand presence across all communications.

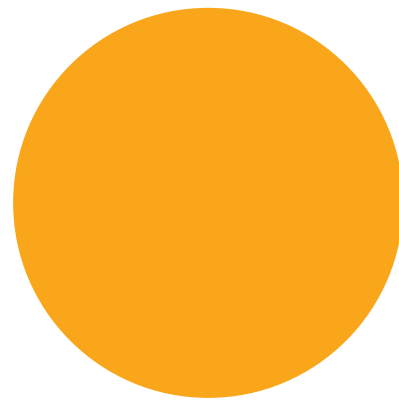
The primary colour of the brand is orange. A dark and light orange exist as secondary colours. Black and white should be used sparingly to maintain a vibrant and positive brand palette.

Refer to the Collateral Design section to see successful use of the brand colours. Use the colour values below on all executions.



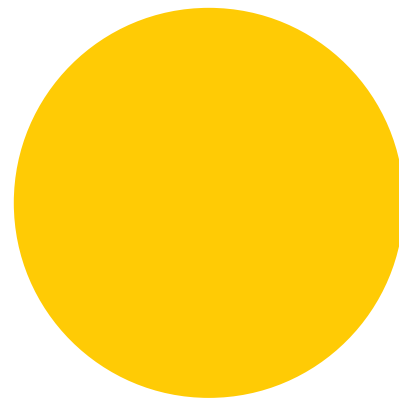
### PRIMARY ORANGE

CMYK 0/30/100/0  
RGB 255/181/0  
HEX #FFB500  
PANTONE 7549 C



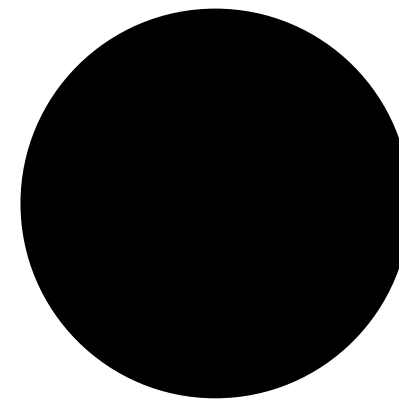
### DARK ORANGE

CMYK 0/40/100/0  
RGB 255/163/0  
HEX #FFA300  
PANTONE 137 C



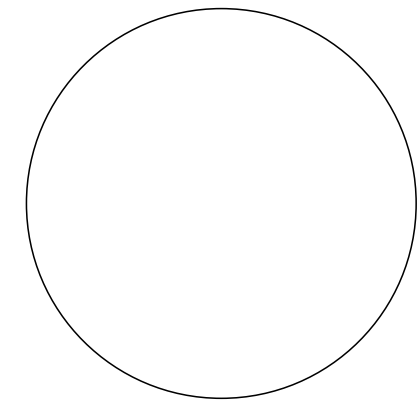
### LIGHT ORANGE

CMYK 0/20/100/0  
RGB 255/205/0  
HEX #FFCD00  
PANTONE 116 C



### BLACK

CMYK 0/0/0/100  
RGB 0/0/0  
HEX #000000  
PANTONE BLACK C



### WHITE

CMYK 0/0/0/0  
RGB 255/255/255  
HEX #FFFFFF



## PHOTOGRAPHY

### Photography is an important element of the brand.

It is a powerful tool. The children in our programs are each individuals in their own right and our imagery of them should try to communicate their individuality, personality and context.

Our brand has shifted from always showing smiling, happy children playing to a more complete picture of the context and challenges that children face. We still celebrate impact, results and empowerment of the children we reach, but do not shy away from the realities facing children in our programs. Subjects should be real people, not actors, and should appear natural and not contrived. They can look either directly at the camera or not.

Stylized, creative imagery such as the ones used in the “We Rise” campaign can be used for the purposes of campaigns or in other select marketing products as appropriate. But the use of these types of images must always be balanced by inclusion of authentic images of real children.

Colour and black-and-white images can be used. Avoid over-saturation, filters or any editing that pushes the image away from reality. Wherever possible and without compromising the image, natural light should be used instead of flash or artificial light.





# PHOTOGRAPHY GUIDELINES

When capturing images or video of any children, permission must be obtained from the child's legal guardian prior to capturing the image or footage.

Always refer to Right To Play's Child Safeguarding Policy for full guidelines on capturing images and video of children.

## Content Guidelines

- In line with our overall brand focus, we will consciously re-balance our photographic content to emphasize the empowerment, confidence and strength of the children.
- Always show the child as empowered and confident. We do not use images of children looking weak, vulnerable, disempowered or victimized.
- When capturing images of children, try wherever possible, to communicate the context in which they live. This is especially important when showing children playing or when the image is showing smiling, happy children.
- While the child or children should always be portrayed as empowered and strong, we can communicate their challenges by capturing images of them against a background that shows elements of the challenges they may be facing or may have faced.
- Pictures should evoke emotion.
- Look for images that tell a story: what does the picture say?
- Avoid generic images of children. If showing play, try to use an image that tells a more explicit story about the game that is being played.
- Images should show all forms of play, including games, sport, music, art and theatre.

Our Child Safeguarding Policy  
on photographing children:

[DROPBOX LINK \*\*HERE\*\*](#)

[PLAYSPACE LINK \*\*HERE\*\*](#)

## Stylistic Guidelines

We have a rule for photography selection: think simple.

- Always choose photography that has a point of view. What does the picture say?
- Be conscious of composition. Choose perspectives that are bold and speak directly to the audience.
- One large bold photo is preferable to many small ones.
- Look for photos with negative space; simple composition without clutter and with open space.
- When putting text on an image, avoid covering faces or running text across the middle of the image.
- Portrait images should be close up and show empowerment and strength.
- Avoid images of children that present a victimized child.
- If using a portrait, you may use one which shows the context in which the child finds themselves.
- Avoid using images that contain old branding on t-shirts, signage or other areas.
- When choosing multiple images, select ones that are balanced across regions and genders.
- Wherever possible and appropriate use the correct photo credit.
- Do not Photoshop or edit images to change the original story the picture is telling.
- Images may be adjusted for colour and other technical imperfections.



# PHOTOGRAPHY EXAMPLES

Example of images that show various **forms of play**:



Example of images that show **context**:



Example of images that show **experiential learning**:







# Collateral Design

## BUSINESS CARD

The back of the business card features a tight crop of the one-colour brandmark. The reverse side contains the primary Right To Play logo and contact details.



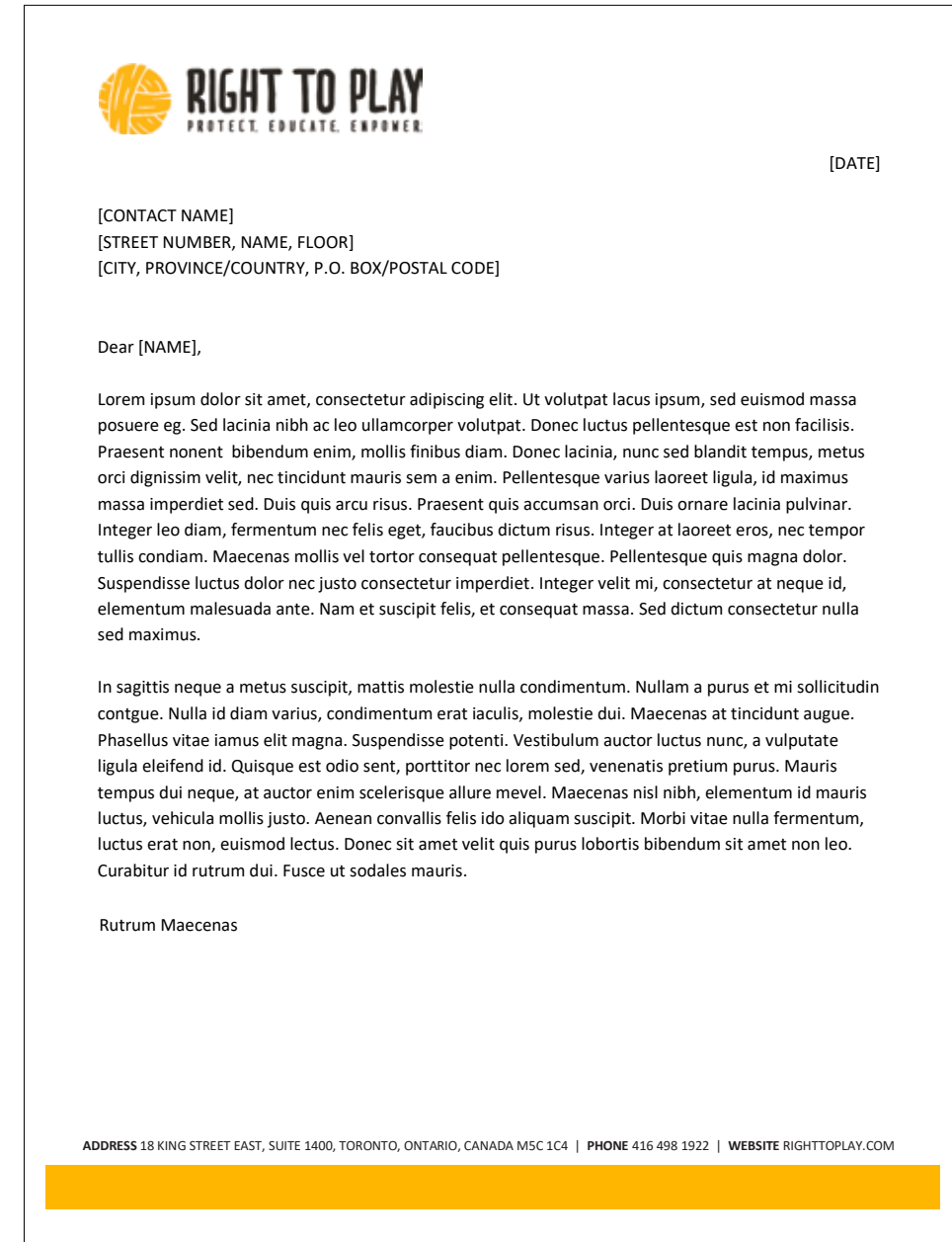
Links to collateral:

[DROPBOX LINK \*\*HERE\*\*](#)

[PLAYSPACE LINK \*\*HERE\*\*](#)

## LETTERHEAD

The primary Right To Play logo is presented at the top left of a letterhead. Contact details are center-aligned at the bottom of the page.



Links to collateral:

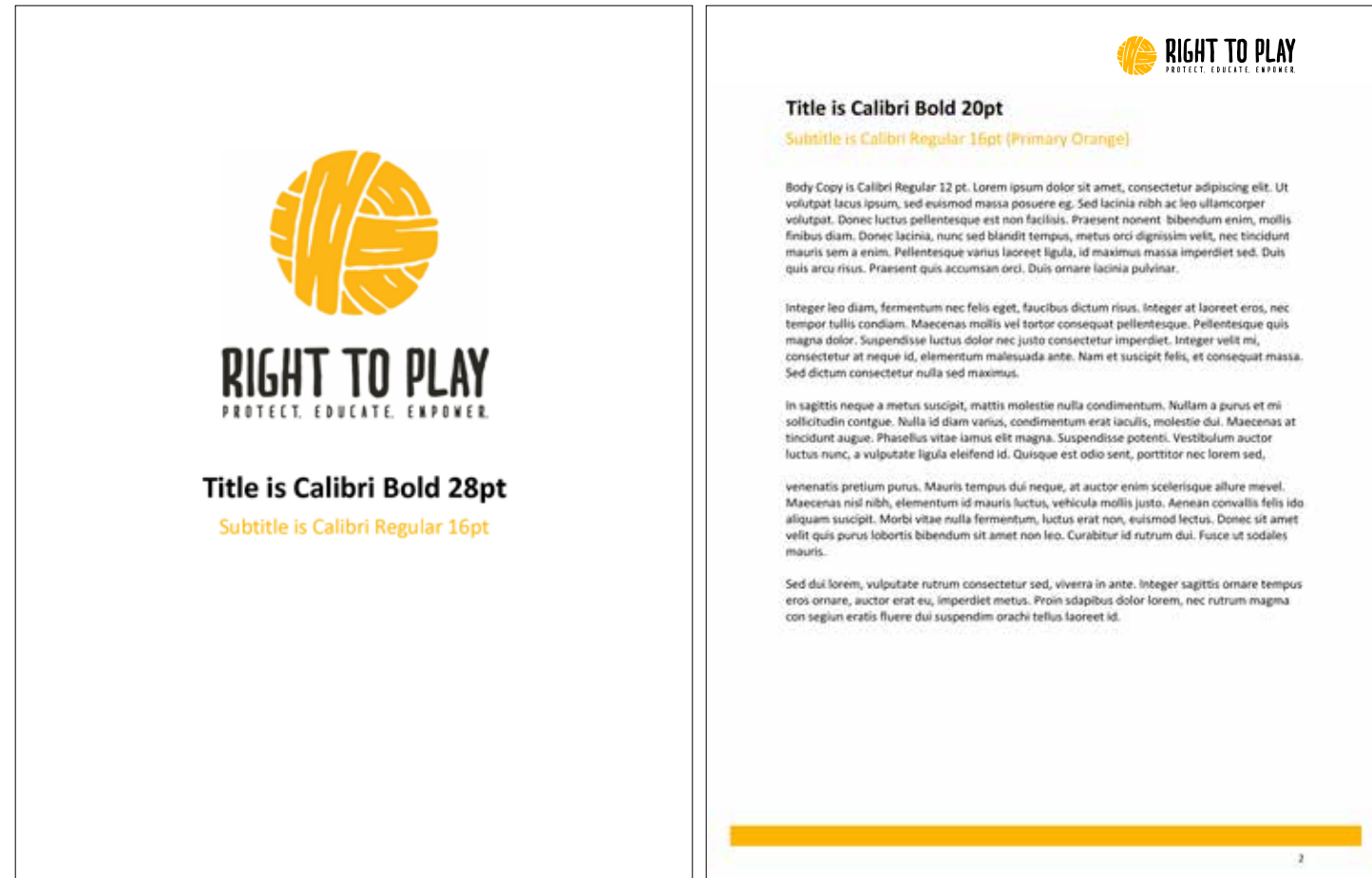
[DROPBOX LINK \*\*HERE\*\*](#)

[PLAYSPACE LINK \*\*HERE\*\*](#)

## WORD DOCUMENT TEMPLATE

The primary Right To Play logo is presented at the top right of a Word document template. Calibri should be the only font used. Font specifications such as weight, colour and size are listed in the document.

A Word document template with a cover page is also available for your use.



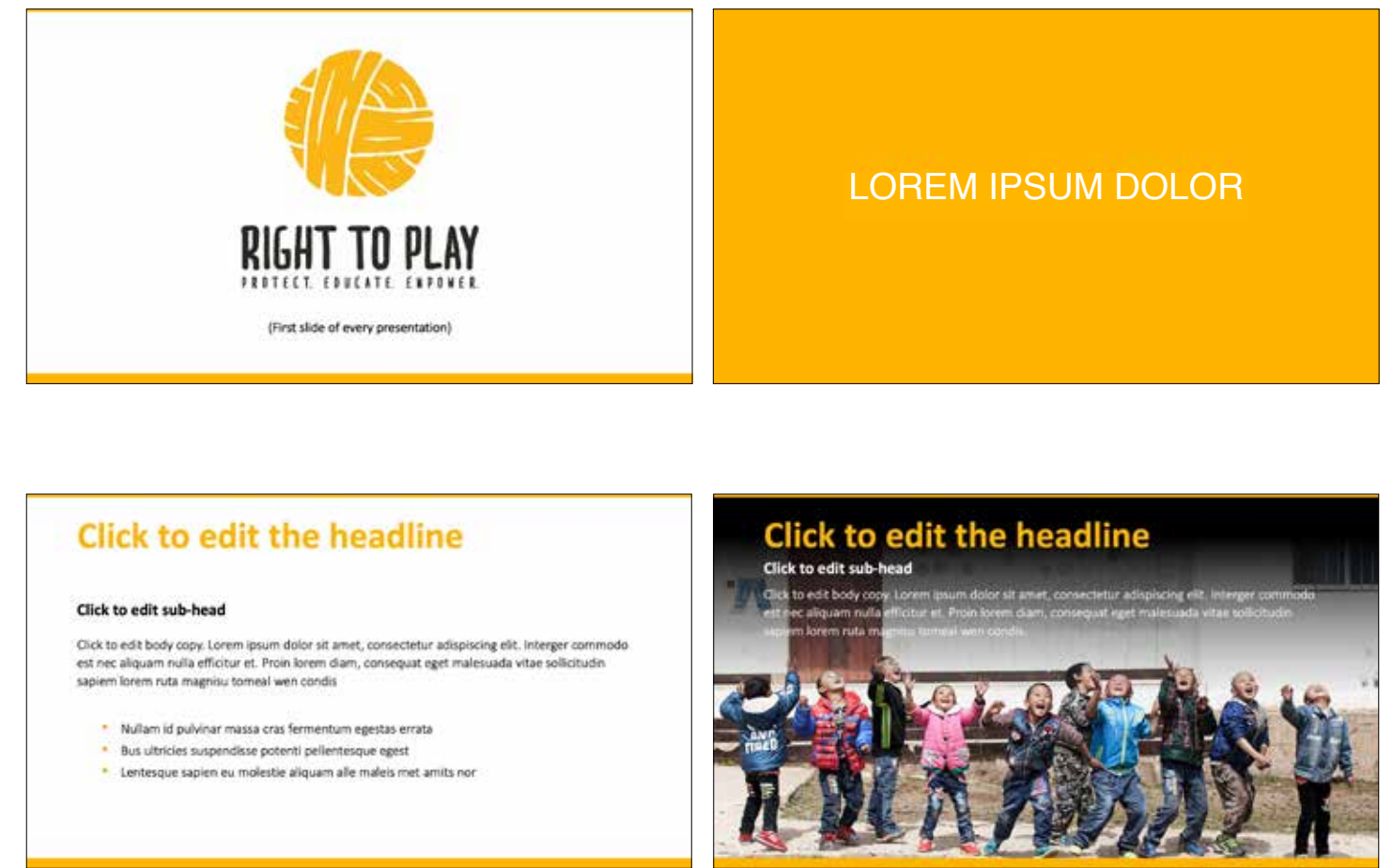
Links to collateral:

[DROPBOX LINK HERE](#)

[PLAYSPACE LINK HERE](#)

## POWERPOINT PRESENTATION

The template below should be used for all brand presentations. Calibri should be used as well as the brand's primary orange. A section header is positioned in the top left and all copy should be left-justified. If graphics are used they should use the brand colours. Try to keep each slide digestible and avoid too much information.



Links to collateral:

[DROPBOX LINK HERE](#)

[PLAYSPACE LINK HERE](#)

# MERCHANDISE GUIDELINES

Below are examples of how the brand can be displayed on clothing and accessories. All merchandise should use the brand colours. The brandmark can be featured as the primary visual as long as a logo with the workmark appears somewhere else.

**When sourcing clothing or merchandise, you must get written confirmation that the vendor guarantees that the entire supply chain is child-labour free.**



Merchandise guidelines:

[DROPBOX LINK HERE](#)



# How We Tell Our Story



### Elevator Pitch

Right To Play is a global organization that protects, educates and empowers children to rise above adversity using the power of play. We reach 2.3 million children each year in some of the most difficult and dangerous places on earth, helping them to stay in school and graduate, resist exploitation, overcome prejudice, prevent disease and heal from the trauma of war. We do this by harnessing play, one of the most fundamental forces in a child’s life, to teach children the critical skills they need to dismantle barriers and embrace opportunities, in learning and in life.

### Boilerplate

Right To Play is a global organization that protects, educates and empowers children to rise. We work with children in some of the most difficult and dangerous places on earth, helping them to stay in school and graduate, to resist exploitation and overcome prejudice, to prevent disease and to heal from war and abuse.

For more than 19 years, we have delivered programs with impact in both development and humanitarian contexts. As pioneers in a unique approach to learning, both inside and outside of the classroom, we harness play, one of the most fundamental forces in a child’s life, to help children dismantle barriers and embrace opportunities. We are the only global development organization focused exclusively on using the power of play to transform children’s lives.

We reach 2.3 million children each year in 15 countries around the world. By collaborating with teachers, governments, communities and parents, we unlock children’s potential, enabling them to make positive and healthy choices and to create better futures for themselves, their families and their societies.

Links to more messaging:

[DROPBOX LINK \*\*HERE\*\*](#)

[PLAYSPACE LINK \*\*HERE\*\*](#)



## WRITER'S STYLE GUIDE

**A consistent writing style and tone are essential elements in brand alignment and clear communications.**

As a global organization, we communicate in multiple languages, each with different standards and styles. Given this diversity, we are not always able to standardize all of our writing. Very often, locally accepted style conventions will need to be applied in order for the content to be properly communicated.

The guidelines we have supplied are an attempt to standardize a number of unique and recurring terms and phrases which are used consistently throughout the organization.

For any matter not covered in the Writer's Style Guide, or when writing in a language other than English where some features may differ, please use the style of the audience country's major press association. In Canada, this is the Canadian Press Stylebook, but choose the appropriate one for the language and country you are communicating in. If writing for a general global audience in English, please use the Canadian Press Stylebook.

The style guide includes a glossary of special Right To Play terms. Please ensure you develop a consistent translation for each of these terms. Some of these terms are capitalized to indicate that they are proper nouns or titles when we use them (e.g. Junior Leader).

Links to Writer's Style Guide:

[DROPBOX LINK HERE](#)

[PLAYSPACE LINK HERE](#)





# Stories

# Right To Play Storytelling is Changing to Align With the New Brand

### **Children are the Heroes, Play is the Differentiator**

Our stories will focus on the child and how they have risen above a particular challenge. Play is a mechanism and methodology, a facilitator of the outcomes but not the outcome.

### **Uncovering the Dark and the Light**

We want to tell authentic stories that tell the whole story of a child's challenges and how they overcome them.

### **Teachers, Coaches and Parents are Supporting Actors**

They are there as supporters to the child's ability to rise above their challenges.

### **Deepening the Understanding of the "Challenges"**

Unpack the challenges in the lives of the children and the communities in a more meaningful way.

# Story Elements

- A child who has faced and risen above a significant challenge.
- How they were inspired to want to rise above their challenges and/or circumstances?
- What did this process look like for the child and how long did it take them to fulfill it and why?
- How is the child now living and behaving as an Upriser?
- What role did Right To Play have in enlightening, supporting and/or encouraging the child to be an Upriser?
- What external support does the child have to maintain their status as an Upriser? This could be a parent, teacher, family member, friends, etc.
- How is the Upriser making an impact in their own life and/or a difference in other children's lives now that they are an Upriser?
- What motivates the child to continue to rise and why?
- How does the Upriser envision their future life now and why? Has this vision changed?



### Who is an Upriser?

An Upriser is a child who has undergone an enduring and empowering transformation through participating in Right To Play programs.

They have gained the capacity to understand and confront whatever adversity in their life seemed impossible or insurmountable beforehand.

The Upriser is defined by their resolution and courage, not by their success, though we celebrate their victories. They are defined by their vision and their hope and the inspiring and empowering effect those have on the people around them. They look beyond personal change and strive to bring the lessons and skills they have gained to better not only their own situations, but those of their families, friends, communities and even their countries.

### How to Talk About the Challenges and Context

We refer to the children in our programs in ways that acknowledge and respect their intrinsic dignity, even in their darkest moments. We recognize that their challenges are contextual and externally imposed, never inherent or the result of a personal flaw or failure. We avoid referring to children using terms that present them as victims or powerless. The challenges they face are the result of deprivation or external forces, not personal deficiencies, even if the child does not yet have the ability to overcome them.

Even as we locate children in their context and acknowledge their challenges, we always strive to emphasize the positive qualities of children as inherent and stemming from their potential being realized. We celebrate children's development of inner strength, their acquisition of knowledge and confidence and their growth in power and potential. Right To Play enables, supports, assists, educates and otherwise helps children realize their potential, rather than determining the future for them. We emphasize that we do not set goals for children, rather we equip them to create and achieve their own goals and to flourish as a result.





# Tone & Manner

## OUR VOICE

Our voice is

Passionate  
Authentic  
Approachable  
Urgent  
Important  
Credible  
Empowering  
Fresh  
Playful

## PASSIONATE

### Passionate

We love what we do. That's why it's important that we speak about it with passion.

#### **Passionate means**

excited, enthusiastic and committed.

#### **Passionate does not mean**

angry or aggressive.

#### **Example of Passionate**

We believe that given the most basic tools and skills, children will do everything they can to create opportunities, even in challenging situations where opportunities can be difficult to find.

## AUTHENTIC & APPROACHABLE

### Authentic & Approachable

Our messages are always communicated in a way that's easy for people to understand around the world and regardless of their age.

#### **Authentic & Approachable means**

sincere, real, honest, easy to understand and accessible.

#### **Authentic & Approachable does not mean**

informal, slang or improper grammar.

#### **Example of Authentic & Approachable**

People often say that children are resilient. They are. Yet sometimes, in really difficult and dangerous situations that threaten to hold them back, they need our support to keep moving forward.

## URGENT & IMPORTANT

### Urgent & Important

We know that the work we do is anything but frivolous. It is life-changing work that has the power to save lives.

#### **Urgent & Important means**

impactful, quantifiable, necessary and life-changing.

#### **Urgent & Important does not mean**

fear-mongering.

#### **Examples of Urgent & Important**

- Play saves lives. Children are amongst the most vulnerable people in the world. Many face futures limited by violence, child labor, early marriage, illiteracy and inequality. They fight to attend and stay in school, to be treated with dignity and respect and to be safe.
- We help children to stay in school and out of work, to resist exploitation and overcome prejudice. Through all forms of play like games, sport, music, art and theatre, children learn how to prevent life-threatening diseases like HIV and malaria and how to heal from the harsh realities of war and abuse. Using their newfound strength, they can rise above these obstacles to create a better future for themselves, their families and their communities.

## Credible

When presenting stories, as well as facts and figures championing our successes, we want to remain humble but also stand behind our results.

### **Credible means**

factual, smart, convincing and trusted.

### **Credible does not mean**

patronizing, condescending or superior.

### **Examples of Credible**

- Each year, we reach close to 2.3 million children in our regular weekly activities with the help of more than 14,000 Teachers and Coaches.
- We are committed to rigorous measurement and evaluation, innovation and growth to deliver maximum benefits for the children and youth we serve.

## Empowering

Our programs teach children how to overcome adversity and meet their fullest potential, but it is ultimately the children who are empowered to take control of their own futures.

### **Empowering means**

inspiring and enabling.

### **Empowering does not mean**

boastful, self-congratulatory or entitled.

### **Examples of Empowering**

- Right To Play empowers children to rise above these challenges and find their way back to hope.
- Every day the children in our programs rise above challenges that rob them of their dignity, their promise and that put them at risk. We honour these Uprisers.
- A girl with a voice, is a strong girl.

## FRESH

### Fresh

In order to stand out in a highly competitive charitable landscape, we must have a creative and fresh approach in everything we do, avoiding the expected and guilt-inducing tactics commonly used by other charities.

#### **Fresh means**

energetic, creative, original and positive.

#### **Fresh does not mean**

cliché, jargon or expected.

#### **Example of Fresh**

It's a rallying cry, a call to action, an anthem for every child around the world who is rising above adversity.

## PLAYFUL

### Playful

Right To Play was founded on the principle that playing is important to development, success and happiness, so it should be no surprise that playfulness is a key aspect of our brand voice.

#### **Playful means**

fun, positive, upbeat, optimistic and conversational.

#### **Playful does not mean**

serious, technical, stiff or childish, immature, unprofessional or full of slang.

#### **Example of Playful**

You're playing a big part to help children rise!





**“I am living what I learned from Right To Play. I was inspired by Right To Play to be a peace-builder and a leader. They showed me how to do it.”**

**- Malual Bol Kiir**, former child refugee and Right To Play participant, now a globally recognized youth leader and passionate peace advocate.