

OUR BRAND STRATEGY

This is the foundation for all communication.

BRAND BEHAVIORS

We Think Openly

We bring creativity to everything we do, because we know that no two communities or challenges are the same.

We Work Collaboratively

We work together with communities around the world to build strength and stability from within.

We Act Courageously

We take on the world's toughest challenges with bold, new approaches—always with the intention of achieving lasting change.

BRAND VOICE

Bright

Our voice is clear, intelligent and impact driven, illuminating pathways to opportunity—even in the face of adversity.

Is: Thoughtful, insightful, intentional.

Not: Arrogant, over-intellectual, rigid.

Connected

While our cultures and challenges may be different, our voice celebrates that we're all connected as one community.

Is: Collaborative, approachable, inclusive.

Not: Cumbersome, unprofessional, intrusive.

Bold

Our voice reflects our courage, confidence and commitment to taking on tough challenges around the world.

Is: Inspiring, confident, undaunted.

Not: Overzealous, condescending, undisciplined.

LOGO

Hopeful. Human. Our icon represents a triumphant figure emerging from challenge into transformation. It is a symbol of our deep belief that people are the best agents of their own change. Using that strong foundation, we've updated our logo to be more urgent and courageous—making it an even better representation of how we see the world.

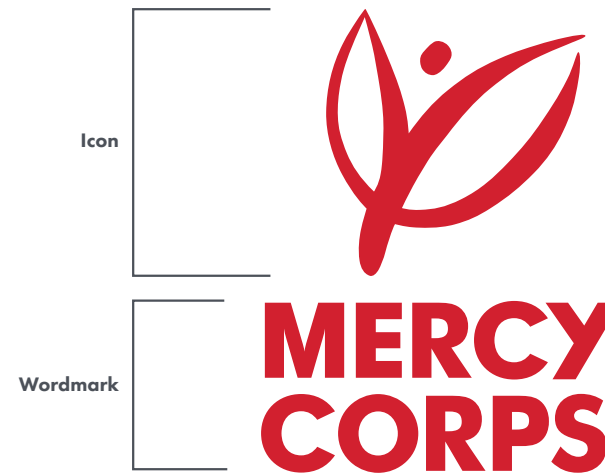
Follow these guidelines for how, when and where to use our logo:

OUR LOGO

Our Mercy Corps red is now brighter. Our name is uppercase and stacked below the icon to show our strong foundation. A chevron—built into the custom Y of our name—reinforces forward movement. All these elements come together to signal to the world our confident approach and lasting impact.

The new logo was designed to live side by side with the old during a two- to three-year transition, ending in 2019. Use what materials you have, and transition to the new logo as soon as you can.

TIP Our logo is how we're known. Using it consistently helps the world recognize the good work we do and helps us legally protect our mark.



When we say "logo," we mean both the icon and our name, also called a wordmark. Put together, you've got our logo.

THE BASICS

- › Our logo should be on every communication—excepting security or legal reasons.
- › There are two format options for our logo: vertical and horizontal. Use whichever option works best for your application.
- › Use the logo as provided. Don't re-create or alter it, other than resizing.
- › Use the logo in English. No translations, please.
- › The logo is only for use by Mercy Corps or partners with explicit permission.



Vertical



Horizontal

ABOUT US

Mercy Corps is a leading global organization powered by the belief that a better world is possible. In disaster, in hardship, in more than 40 countries around the world, we partner to put bold solutions into action—helping people triumph over adversity and build stronger communities from within. Now, and for the future.

LOGO

Logo Colors

Our logo comes in three distinct colors: red, white and gray. These are the only colors we use for our logo.

USING A RED LOGO

This is our preferred logo color. Use on white backgrounds or over a light area.

USING A WHITE LOGO

Use on red or gray backgrounds or over a dark area.

USING A GRAY LOGO

Use on white backgrounds. This is a very subtle look, so use it sparingly. Avoid using over a photograph.

Using a Logo in a Colored Box

Sometimes a logo in a colored box might improve our logo's visibility. In this case:

- › If you need more contrast against a light background or photo, use a white logo in a red or gray box.
- › If you need more contrast against a dark background or photo, use a red or gray logo in a white box.



A red logo on a white background.



A white logo on a gray background.

2015 FINANCIAL STATEMENT SUMMARY You can find our complete financial statement at mercy Corps.org/financials

Audited U.S. Financial Summary
Mercy Corps Consolidated U.S. Operations - Consolidated Statement of Financial Position as of December 31, 2015 (values in thousands of U.S. dollars for the year ending on 06/30/15)

	2015	2014	2013	2015	2014	2013	
Support and Revenue	640,427	777,953	652,487	Total Expenses	613,475	74,910	434,383
Public Support and Revenue	76,714	95,141	97,374	Program Expenses	16,344	364	14,491
Private Support and Revenue	21,238	21,238	21,238	Administrative Expenses	6,843	6,843	6,843
Other Revenue	12,238	12,238	12,238	Program Support Expenses	78,287	78,287	78,287
Revenue from Operations	18,219	18,219	18,219	Total Support and Revenue	640,427	640,427	640,427
ASSETS							
Program Services	117,942	60,000	100,000	Condensed Statement of Financial Position			
Administrative Services - Support	12,023	12,023	12,023	AS OF 06/30	U.S.	06/30	
Administrative Services - Revenue	84,455	14,777	12,023	Total Assets	314,100	378,071	
Inventory/Current Development	44,455	10,000	10,000	Total Liabilities	143,391	171,138	
Capital Assets	273,145	10,000	26,075	Net Assets	170,709	206,933	
Subtotal - Program Services	200,000	78,442	202,075	Investment	68,400	121,544	
Support Services	10,700	10,700	10,700	Temporarily Restricted	12,400	17,100	
Capital Development	14,000	14,000	14,000	Unrestricted	99,909	168,339	
Revenue Development	14,000	14,000	14,000	Total Liabilities and Net Assets	314,100	378,071	
Subtotal - Support Services	38,700	38,700	38,700				

A gray logo on a white background.

45 SW Ankeny Street
 Portland, OR 97204
mercy Corps.org

528P

HAITI: FIVE YEARS LATER

Wednesday, March 12
Doors 6:30 pm
Event 7:00 - 8:30 pm

Guests:
Phil Orlin - Regional Program Director, Haiti
Cristina Camaril - Teacher, Haiti

RSVP:
rsvp@mercy Corps.org or 503.896.5773

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras ut pellentesque leo. Praesent in interdum mauris. Prae a una pellentesque lectus viverra portitor. Vestibulum vitae egestas eros. Ut vel nulla lacus, convallis nunc nec, eleifend nulla. Aliquam in nisi mi. Nunc bibendum nec lacus id vestibulum. Integer nibh diam, aliquet sed ullamcorper quis, tincidunt ac mauris.

Photo: Photo: iStockphoto.com/Mercy Corps

Sometimes a gray box can help ensure the logo remains visible.

Size and Safety Zone

Our logo should always be present and visible on our communications. These guidelines will help:

SIZE

Always try to make our logo prominent in size and position. Sometimes a small logo is needed for a design; for readability it should not be smaller than the sizes below.

Vertical (minimum size)



DIGITAL
40 pixels wide



PRINT
0.4 inch wide
28 pixels wide
10 mm wide

Horizontal (minimum size)



DIGITAL
65 pixels wide



PRINT
0.63 inch wide
45 pixels wide
16 mm wide

SAFETY ZONE

Enough space around the logo makes it much easier to see. A handy rule for creating breathing room around the logo is to use the width and height of two M's. We call this the safety zone. This is the minimum space a logo should have around it without other graphics, images or copy.



Keep the size of the safety zone M's proportionate to the logo.
As the logo gets larger, so does the safety zone.

Photography Through the Logo

People, places and culture are central to what we do. To represent that, we sometimes show photography through our logo instead of color. This technique requires design software and skills. For more information, contact brand@mercycorps.org.



Photography through the logo on a business card.



LOGO

PROTECT THE LOGO

Consistent and appropriate use of our logo increases recognition and impact. It is an important mark that we use with care and pride. Let's all commit to protecting our logo by following these guidelines.

PROPER USE OF OUR LOGO:



DO NOT:



Distort the proportion of the logo.



Translate Mercy Corps into another language.



Rotate, rearrange, skew, tilt, twist, flip or alter any part of the logo.



Use drop shadows.



Use the wordmark and icon separately (exceptions are made for promotional merchandise).



Outline the logo.



Attach the logo to an illustration.



Use the logo with the chevron in any way other than as provided.



Place our logo onto a background color other than Mercy Corps red, gray or white.



Place the logo on a background that doesn't provide enough contrast.

TOGETHER WITH  **MERCY CORPS** AND YOU

Incorporate the logo into a sentence.



Use any color that is not Mercy Corps red, gray or white.



Background shapes that are not rectangular (except in social media).



Attach the logo to a tagline, country name, slogan or any other message.



Use more than one color.

The Mercy Corps palette is a rich and vibrant visual representation of our mission. Drawn from the very places we work, these strong, empowered colors reflect our environment no matter where we are in the world. The palette was designed to be both modern and distinct as well as flexible enough for a wide variety of uses.

Introducing the Mercy Corps colors—and how to use them:

PRIMARY

The heart and soul of the Mercy Corps palette, our primary colors anchor all our communications. Used consistently and carefully, they help build a strong, connected brand.

Red

Red is our central color, the hero of our brand. Our red has been made brighter, more energetic and more urgent.

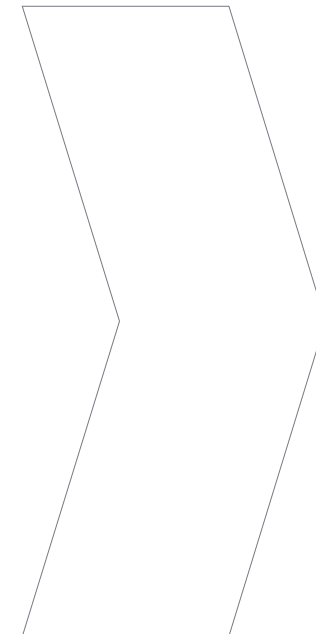
White

White reflects openness and endless possibility. It also has a functional role, helping our photography and brand red stand out.

TIP Our new red lives harmoniously with our old during the transition. While the old and new reds may continue to show up during the transition, avoid using both in the same document.



MERCY CORPS RED
PMS: 186
CMYK: 12, 100, 91, 3
RGB: 207, 16, 45
HEX: cf102d



WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: ffffff

SECONDARY

These bright colors play a supporting, but no less important, role. Use them sparingly to let the messaging and images stand out.



PMS: 425 | CMYK: 38, 28, 21, 63 | RGB: 77, 82, 90 | HEX: 4d525a



PMS: 326 | CMYK: 86, 1, 41, 0 | RGB: 0, 175, 170 | HEX: 00afaa



PMS: 376 | CMYK: 55, 3, 100, 0 | RGB: 129, 188, 0 | HEX: 81bc00



PMS: 109 | CMYK: 1, 16, 100, 0 | RGB: 254, 209, 3 | HEX: ffd200

Gray

Gray is neutral, clean and sophisticated, supporting our key messages without distracting from them.

Blue

Blue is the color of life-giving water and the endless sky that unites us all. In it we see big ideas and even bigger aspirations.

Green

Green is the vibrant color of the fields, trees and grass that surround us. With it we show growth and life.

Yellow

Yellow is our food and warmth—the rising sun, the crops we all depend on. It's hopeful, bright and optimistic.

TYPOGRAPHY

We speak to create powerful change. So we need a powerful visual for our words. We've chosen a timeless, easily readable type family that reflects our brand personality and our bold, bright, connected voice. Through type, our messages are clear and confident. The key is consistency. Use our typefaces in every message, and follow these guidelines to convey the strength of our voice.

Here's our type family:

CORE BRAND FONTS

With simple, clean and bold lines, our core brand fonts have been carefully selected to reflect our personality. They work harmoniously together and are our preferred fonts for all communications.

Futura (sans-serif)

Futura is a clean, modern sans-serif typeface that reflects the appearance of efficiency and forwardness.

FUTURA BOLD
FUTURA BOLD OBLIQUE
FUTURA HEAVY
FUTURA HEAVY OBLIQUE
FUTURA DEMI
FUTURA DEMI OBLIQUE
FUTURA MEDIUM
FUTURA MEDIUM OBLIQUE
FUTURA BOOK
FUTURA BOOK OBLIQUE

Tiempos (serif)

Tiempos is sophisticated and heavily influenced by Times New Roman, a well-known serif font developed for its readability.

TIEMPOS BOLD
TIEMPOS BOLD ITALIC
TIEMPOS SEMI BOLD
TIEMPOS SEMI BOLD ITALIC
TIEMPOS MEDIUM
TIEMPOS MEDIUM ITALIC
TIEMPOS REGULAR
TIEMPOS REGULAR ITALIC

TIP **Don't forget to get a license.** We don't have a global license for our core brand fonts. To get your own, go to identity.mercycorps.org.

FIELD-FRIENDLY FONTS

Whenever possible, use our core brand fonts. When that's not possible, alternative sister fonts have been selected. These are especially helpful for our field offices as they come already installed on PCs and Macs.

Arial (sans-serif)

Arial stands in for Futura. It is a versatile, hardworking sans-serif font.

ARIAL BLACK

ARIAL BOLD

ARIAL BOLD ITALIC

ARIAL REGULAR

ARIAL REGULAR ITALIC

Times New Roman (serif)

Times New Roman replaces Tiempos. It can be used in print or online as well.

TIMES NEW ROMAN BOLD

TIMES NEW ROMAN BOLD ITALIC

TIMES NEW ROMAN REGULAR

TIMES NEW ROMAN REGULAR ITALIC

TIP Use these fonts online. Field-friendly fonts are also meant to be used in your email and digital communications.

TYPOGRAPHY

TYPE IN LAYOUT

The core brand fonts—Futura and Tiempos—can be used interchangeably as either headline, subhead, body copy or in any other part of the copy hierarchy.

The same is true for the field-friendly fonts, Arial and Times New Roman. However, please don't mix core brand fonts and field-friendly fonts. For example, Futura should never be used with Times New Roman.

Whether you are using the core brand fonts or field-friendly fonts, here are some general layout principles to follow:

Follow the Header

- › HEADLINES are large and bold—often in all caps. They are red, white, or gray, depending on their placement, and should be five words or less.
- › SUBHEADS and headlines often use the opposite font for contrast. So if the headline is in a sans-serif font (Futura), you can use serif (Tiempos) for the subheads. Or vice versa. Typically, subheads will be gray, but they can be red, blue or green if the headline is gray.
- › BODY COPY should be gray. In print, body copy size should be 10-12 point.

Keep it Simple

With type, a little design goes a long way. Using too many type sizes or colors confuses the eye. A good starting place: Choose just one design element—type weight, color or size—to highlight information. Avoid all caps, underlines or other special effects in body copy.

TRANSFORMING COMMUNITIES
Promoting economic development
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

NEW EXHIBIT: A HUNGRY WORLD
November 12–March 31
Monday–Friday
11am–5pm
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.



Stay Aligned

In general, type should be aligned left, with a ragged right edge, with one exception: next to a chevron. Then you can either align text to the left, or wrap the edge around the shape of the chevron.

TIP Take a design shortcut. To download report templates with type layout designed into them, go to identity.mercycorps.org.



Using Type Over Photos

In small amounts, type over photos is impactful. Just make sure it's readable. Place white text over dark areas of the photo and make sure it doesn't intersect with the head of a subject. If your text needs help with readability over a photo, use a discreet drop shadow.

ABOUT MERCY CORPS

Mercy Corps is a leading global organization powered by the belief that a better world is possible. In disaster, in hardship, in more than 40 countries around the world, we partner to put bold solutions into action—helping people triumph over adversity and build stronger communities from within. Now, and for the future.

CONTACT

DARIUS RADCLIFFE
Regional Program Director
East and Southern Africa
dradcliffe@field.mercycorps.org

mercycorps.org

Using Textboxes

Make sure there is enough contrast for type to be readable. Use a shade of 65% for gray textboxes. Keep text a minimum of 6.35 mm or ¼ inch from the edge.

PHOTOGRAPHY

More than any other element, photography helps people connect to our mission—inviting them to see the world as only we can. Our images reflect both how we approach our work and the qualities we find in the people we partner with: bright, open, collaborative and courageous. Glimpses of resilient families, strong partnerships and empowered communities give clarity and meaning to our work.

Use the photography guidelines below to help tell our story.

THE BASICS

Photography is one of the most immediate and effective ways to bring our brand to life. Each photo should:



Tell a Story

Take people on a journey. Show context to reveal our global reach, the needs we are addressing and our impact.



Hero the Individual

Shoot from a lower angle to emphasize dignity. Show sky, people and/or surroundings.



Stay Real

Capture unguarded moments. Refrain from posing shots or editing a photo in a way that alters the truth of the situation.



Put Communities First

Show the strong, empowered communities that are central to our work. Be thoughtful about the mix of genders, ethnic groups and ages.



Show Breadth

Landscapes, detail and texture shots give a sense of place, culture and environment.



Be Authentic

Show our work with accurate and timely photography. Current images and program-specific photos create urgency and relevancy.