



TELLING THE IFES STORY, TELLING YOUR STORY

Brand Users' Guide



WHO USES THE IFES BRAND?



Perhaps you are a **student** running an event for World Student Day and you want to produce some publicity.



Perhaps you are staff of an IFES **national movement** and you want your website to show that you are a member of IFES.



Perhaps you are **IFES regional staff** and want to make sure that your regional conference looks and feels like an IFES event.



Perhaps you are writing a **newsletter** and want to explain to friends what IFES is and what it does.



ABCDEF
GHIJKLM
NOPQRSTU
VWXYZ



ABCDEF
GHIJKLM
NOPQRSTU
VWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789



"IFES connects more than half a million students in over 160 countries."

OUR VISION



IFES

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*The IFES brand
helps us with
what we say,
how we say it
and what it
looks like.*

WHY IS BRANDING IMPORTANT?

IFES is a wonderfully diverse, global organisation. Lots of people all over the world are producing material about IFES. This is great – it celebrates what we are doing, tells other people about it and shapes their impressions of who we are and what we do.

But as well as showing the diversity of IFES, we also want people to see our underlying unity. We want them to grow in their understanding of who we are and have confidence in what we stand for. And we want to reduce the possibility of confusion, which can happen when different people present things very differently.

Of course, we all live in different cultural contexts so there are appropriate ways that we can communicate the work of IFES to our specific audience. But there are also some universal guidelines which can help.

This is why we have an IFES brand. It helps us with what we say, how we say it and what it looks like. It includes the logo and the regional colours. Our brand makes us different from other organisations and represents our personality. It can also help keep us on track – reminding us of our vision and our priorities.

This booklet explains the IFES brand to help you communicate clearly and effectively about IFES.

IF YOU HAVE ANY QUESTIONS PLEASE FEEL FREE
TO CONTACT IFES GLOBAL COMMUNICATIONS AT
brandhelpdesk@ifesworld.org.

COMMUNICATION VALUES

WE ARE CLEAR AND CONSISTENT

We write using language easily understood by people all round the world and check everything before publication. We use the design files provided by International Services. Our materials look and feel like IFES.

WE ARE YOUTHFUL

Our writing shows our connection with students.
We avoid stuffy or formal language. Our design is fresh, bright and colourful. Our photos show a diverse range of young people.

WE ARE INSPIRATIONAL

We tell stories about what our great God is doing through students.
We want to praise him. Our design is dynamic because God is at work.
It is spacious so that it has room to make an impact.

WE ARE TRUTHFUL

We don't exaggerate to increase the impact of a story.
We check our facts and acknowledge sources. We don't hide things going wrong. We use real pictures of real people from actual events.

WE ARE GOAL-FOCUSED

We don't just say what we do – we explain why we do things and how they fit with our vision. We show the results of our ministry rather than just describing the process. Instead of standard group shots we show people in action.

All communications about IFES should bear the 'family resemblance'. These values help make our communications as effective as possible. They are useful if you write about IFES in a personal prayer letter, for example, and for external organisations who write about IFES.

LOGO

Our logo, adopted in May 2016, highlights different aspects of IFES. The upward slope of the letters indicates our youthful outlook and dynamism. The classic font and continued use of the IFES blackcurrant colour show our stability and consistency. The line connecting the two dots emphasises the way IFES connects students around the globe.

DOWNLOAD LOGO FILES AT: ifesworld.org/brandresources

IFES LOGO

The IFES logo appears in two versions:

FILES AVAILABLE:

.eps .png .tiff



The IFES standard logo has a blackcurrant mark on a white background.



The IFES square has the mark in white on a blackcurrant square.

REGIONAL LOGOS

Regional logos combine the IFES logo with the name of each region and its regional colour. Please do not change these logos to incorporate subregional names or colours.

When using a regional logo, you do not need to use the IFES international logo separately. Here are two examples.

FILES AVAILABLE:

.eps .png



SPACE

Please make sure the standard logo is used with sufficient white space, approximately half of the height of the full mark. Our files provide the standard logo with this white space around it.



COLOURS

The colour of the logo is either blackcurrant or white and is always shown on the opposite colour. Please do not show it in any other colours. A black version of the logo should only be used for black and white print.



SIZE AND SHAPE

The letters and lines of the logo are in a fixed arrangement that must not be altered. Scaling should be proportional so do not stretch the logo or change its proportion with its surrounding square. (To scale proportionally in Word, press 'shift' and drag a corner.) Please do not make a version of the logo yourself.



IFES AND NATIONAL MOVEMENTS

We would love you to use the IFES logo on your material. Feel free to do this however you want. From a design point of view, logos often look best if they are put together.



MEMBER LOGOS

A member logo is a badge you can use to show that a national movement is an affiliated member of IFES. The 10 founding members of IFES can use a founder member logo. These badges can be used on websites, Facebook, etc.

FILES AVAILABLE BY REQUEST TO:
brandhelpdesk@ifesworld.org

WORDS AND NUMBERS

Our Living Stones vision began at World Assembly in 2007 and remains the focus of our ministry until 2020. The new brand language helps explain this vision and describe IFES to people. The statements can be used individually or together.

DOWNLOAD WORD .DOC WITH THESE PHRASES AT: ifesworld.org/brandresources

WHO WE ARE

We are IFES: a movement of students sharing and living out the good news of Jesus Christ. Locally. Nationally. Globally.

IFES connects more than half a million students in over 160 countries.

WHAT WE ARE ABOUT

Our vision: students built into communities of disciples, transformed by the gospel and impacting the university, the church and society for the glory of Christ.

This is our Living Stones vision and has not changed. Read the whole document at: ifesworld.org/livingstones

HOW WE DO IT

We shape lives and develop leaders who engage the university and impact the world.

We are students who share the love of Christ and invite others to follow him.

We equip students to think biblically, connecting faith with academic studies, the university and all of life.

We develop students and graduates of integrity, who address contemporary issues in universities, communities and workplaces.

Our Living Stones document lists three core commitments, six strategic priorities and five firm foundations. Our brand language offers simple sentences to describe some of the work we are doing towards this vision.

LOCALLY. NATIONALLY. GLOBALLY.

IFES operates on three different levels – local, national and global. When we talk about any of these levels, we can refer to them all as IFES.



Sometimes when we say IFES we mean students meeting in groups at specific universities.



Sometimes we mean the IFES movement in a specific country – like AFES Australia or NIFES Nigeria or UESI India.



Sometimes we mean the regional and international network that links them all together.

National movements are independently led from within their own country but are part of IFES, with a common vision and theology.

Daniel Bourdanné leads the global network which includes 11 different regional teams, global ministries like Scripture Engagement and Governance Development, and International Services in Malaysia, UK and USA.

There's a lot going on! But if we keep these three levels in our mind then we can accurately identify which part of IFES we are talking about. It also helps to show how each part fits into the bigger IFES picture.

TAKE CARE WITH NUMBERS

IFES works in over 160 countries but does not have 160 member movements. In some countries there is IFES work going on, but nothing as formal as a movement yet. Other countries have more than one movement for different language groups.

Also remember that there are only 148 affiliated movements. This number will stay constant until any movements are presented for affiliation at World Assembly 2019.

COLOURS

IFES colours are bright, fresh and diverse. Use them with lots of white space so the design feels light and bright.

DOWNLOAD FILES AT: ifesworld.org/brandresources

IFES blackcurrant – as it appears in the logo – represents IFES and should be used in all IFES materials. IFES ocean can be used as a background colour for contrast or emphasis.

Regional colours represent the 11 IFES regions. Each region uses its own colour paired with blackcurrant to designate materials and work as from that region.

In designs for the whole IFES world, blackcurrant is used with all the regional colours and lots of white space.

FILES INCLUDE:
colour guide .pdf, swatches .ase (in designers kit)

COLOUR ORDER

Regional colours may be used in a chromatic (rainbow) order in the IFES rings. When using stripes or lines we want to avoid the impression of a rainbow flag so we usually sort the colours like this:



GRADIENTS

Along with solid colours, we often use gradients in graphic motifs like circles and facets.



FILES INCLUDE:
GRADIENTS / GRADIENT RINGS .ai (in designer's kit)

TECH TIPS

WHAT COLOURS DO I GIVE TO THE PRINT FIRM?

cmYk - stands for the four printing colours: **c**yan, **m**agenta, **y**ellow and **k**black. When you give your design file to a printer, make sure it is in cmYk colour-mode.

Pantone - is a set of numbered inks that most printers know. Give the Pantone number when you want IFES blackcurrant to look exactly right.

...THE WEB DEVELOPER?

hex - is a 6-digit webcode system for every colour we see on a screen – in text, borders and colour-blocks, for example.

...FOR A WEB IMAGE?

rgb - stands for the three primary colours of light, used by screens to create every image: **r**ed, **g**reen and **b**lue. When you upload an image file make sure it is in rgb colour-mode.

...THE DESIGNER?

A designer may need all of the above, depending on what they are designing.

IFES blackcurrant
c100 m100 y30 k37
r37 g31 b79
hex 251F4F
Pantone 2765

The IFES logo must *always* be in IFES blackcurrant or white on a IFES blackcurrant field.

THE COLOUR GUIDE

Please use the exact colours shown here. As a general rule, please use them at 100% rather than lightened, muted or darkened. The only exception is if you are doing an overlay on a photo.

World Student Day
c0 m 80 y20 k0
r234 g82 b132
hex E95283

Use the pink only for World Student Day materials.

IFES ocean
c88 m44 y31 k10 r0
g109 b140
hex 007696

Use when needed for contrast or emphasis.

Latin America
c0 m74 y81 k0
r235 g94 b54
hex EB5E36
Pantone 179

Europe
c0 m50 y96 k0
r243 g146 b13
hex F3920D
Pantone 144

South Asia
c0 m25 y95 k0
r253 g196 b0
hex FCC200
Pantone 123

Caribbean
c0 m6 y95 k0
r255 g228 b0
hex FFE400
Pantone 108

EPSA
c30 m0 y87 k0
r199 g213 b58
hex C7D53A
Pantone 381

MENA
c66 m0 y94 k0
r97 g179 b61
hex 61B23D
Pantone 369

South Pacific
c75 m0 y33 k0
r0 g178 b182
hex 06B2B6
Pantone 326

East Asia
c50 m0 y6 k0
r115 g202 b234
hex 73CAEA
Pantone 2985

North America
c87 m50 y0 k0
r8 g112 b183
hex 0870B8
Pantone 300

Eurasia
c82 m78 y0 k0
r79 g72 b152
hex 4F4898
Pantone 2726

Francophone Africa
c44 m60 y0 k0
r160 g118 b178
hex A076B2
Pantone 2577

FONTS

The new IFES typography uses Montserrat, Open Sans and Futura Condensed Bold, to achieve a modern, fresh look. You need to install these fonts on your computer for them to display correctly. We recommend you use these fonts for published materials and documents sent out as PDFs. For emails and documents that must stay editable, use Arial.

DOWNLOAD MONTSERRAT AND OPEN SANS AT: ifesworld.org/brandresources

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Montserrat is a new font inspired by vintage storefronts in Buenos Aires. We use it for titles and headers.

OPEN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Open Sans is a new font developed for practical digital use. We use Open Sans for body text.

FUTURA CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Futura is used in our logo and for special titles (see facing page). It was developed in 1927 to look 'futuristic' and is still widely used today.

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Use Arial for emails or MS Office documents you are sending to people who may not have installed Montserrat or Open Sans on their computer.

TECH TIPS

WHERE DO I GET THESE FONTS?

You can install Montserrat and Open Sans on your computer for free. Download from: ifesworld.org/brandresources.

Futura Condensed Bold is a "paid-for" font so you cannot use it without a licence (see facing page). Remember to use Arial in emails or non-PDF documents.

For a webfont, you can get both Montserrat and Open Sans from google.com/fonts.

HOW DO I INSTALL FONTS ON MY COMPUTER?

Download the font file. Right click on the font file, then click the option "install". On an Apple computer, double click on the font file. In the window that appears click the option "install font".

IFES DOCUMENT STYLES

The styles listed below will make your A4 or US letter size document look and feel like an IFES resource. If you are designing a poster or a banner then you can use these same fonts but alter the sizes according to the scale of your design. We also have IFES document templates available to download - letterhead, document, and PowerPoint, for example.

FILES AVAILABLE: .ppt, .doc in document and letterhead

TITLE	Montserrat light, 20pt, caps, blackcurrent
Subtitle	Montserrat light, 11pt, blackcurrent
opening paragraph	Open Sans regular, 9pt, 11pt line spacing, ocean
HEADING 1	Montserrat regular, 11pt, caps, ocean
HEADING 2	Montserrat regular, 9pt, caps, 11pt linespacing, black
Heading 3	Montserrat regular, 9pt, 11pt linespacing, ocean
SIDEBAR HEADING 4	Montserrat bold, 9pt, caps, 11pt linespacing, blackcurrent
body text - normal	Open Sans regular or light, 9pt, 11pt linespacing, black
<i>photo caption</i>	Open Sans italic, 8pt, black
<i>"Pull quote..."</i>	Open Sans light italic, 14pt, black
- QUOTE ATTRIBUTION	Montserrat regular, 8pt, black
HEADER AND FOOTER	Montserrat light, 6pt, 140 tracking, blackcurrent
fine print	Open Sans regular, 5pt, blackcurrent



Futura Condensed Bold, caps, 9° angle, 9° slant

We only use this style, which matches the logo, for special publications. We have key phrases available as motifs – see next page. If you would like Global Communications to make a title for your project, we'd be happy to help.

PLEASE CONTACT: brandhelpdesk@ifesworld.org

DESIGN MOTIFS

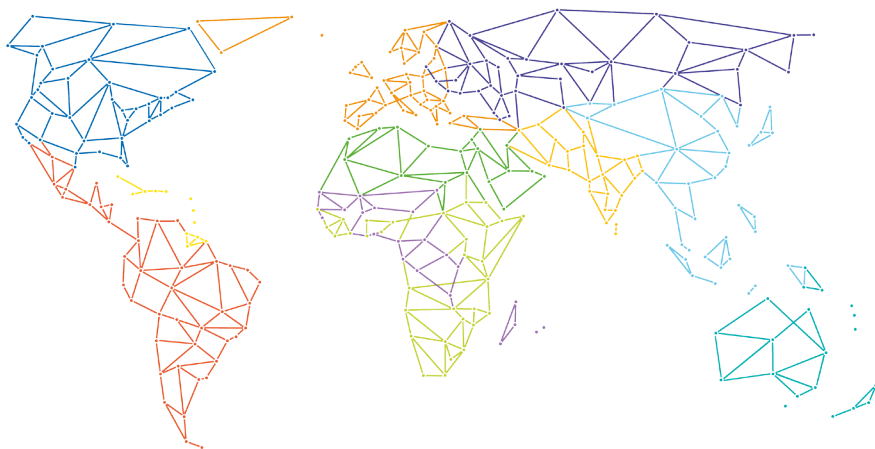
To get the new IFES look it is important to use simple shapes, inviting photos and clean airy layouts. Avoid the use of very complex structures or concrete symbols (no snowflakes, trees, etc) or flags, as they are sometimes controversial. Here are the motifs we plan to use regularly and encourage you to use too.

DOWNLOAD MOTIFS AT: ifesworld.org/brandresources

THE CONNECT MAP

The new IFES connect map shows that we connect students around the globe. It echoes our logo and consists of lines connecting dots in different countries. It is based on the Hobo-Dyer map projection, which preserves the area of each continent. The map can be used in one colour (IFES blackcurrant or white) or in a multicolour version with each region in its regional colour.

FILES AVAILABLE: ONE COLOUR / REGIONAL COLOURS .png .eps .tiff



**WE ARE MORE THAN HALF A MILLION
STUDENTS IN OVER 160 COUNTRIES.**

KEY PHRASES

These phrases can be downloaded as image files and added to your prayer letter or project.

FILES AVAILABLE:

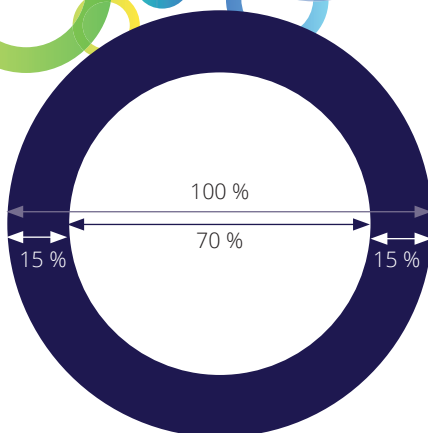
VISION .png .eps .tiff

REACH .png .eps .tiff

THE LIVING STONES RINGS

Rings can be of varying dimensions and proportions, but we generally use them in fixed proportions to be most recognizable (70% opening, 15% stroke), as they are on the website and in the downloadable rings file.

FILES AVAILABLE: .png .eps .tiff



THE COLOUR BAR

This is helpful for representing or listing the regions compactly. It should always show solid regional colours.

FILES AVAILABLE: .png .eps .tiff



FACETS

We have some standard facets you can download, but you don't have to use ours. Make your own. Try to incorporate triangular shapes. You can make one segment transparent if you want to show a photo through it. Each graphic does not need to include all 11 regional colours. For example, if your content refers to three specific regions, then just use those three regional colours.

FILES AVAILABLE: .png .eps .tiff

CONNECT-THE-DOTS

One of our motifs is lines connecting dots superimposed on an image. We have a file to make it easier if you have a vector drawing program.

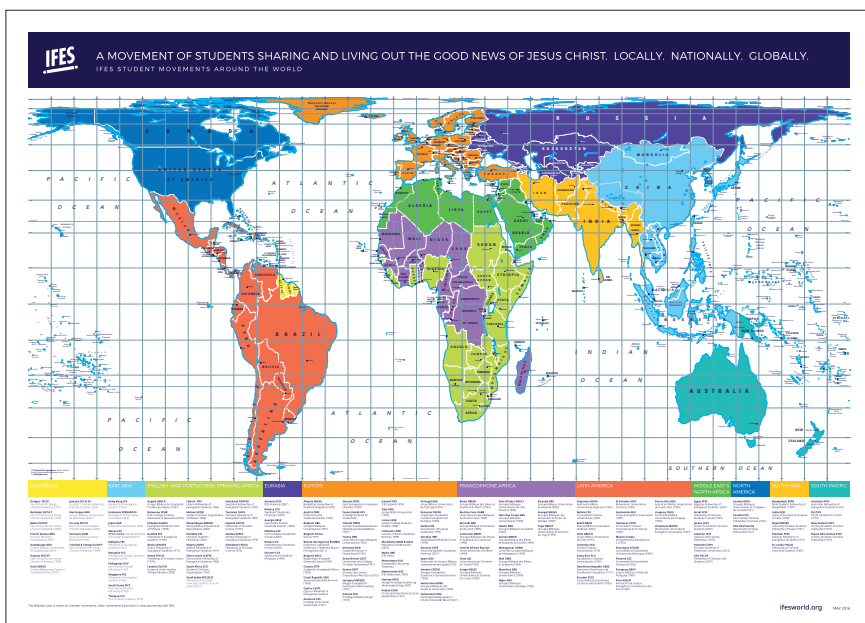
FILES AVAILABLE: .eps (in designer's kit)



MAPS

Maps are a clear way to show that IFES has a global reach, and which nations are included in each IFES region. Alongside the usual printed poster map, we are now making digital maps in the IFES colors available for free use.

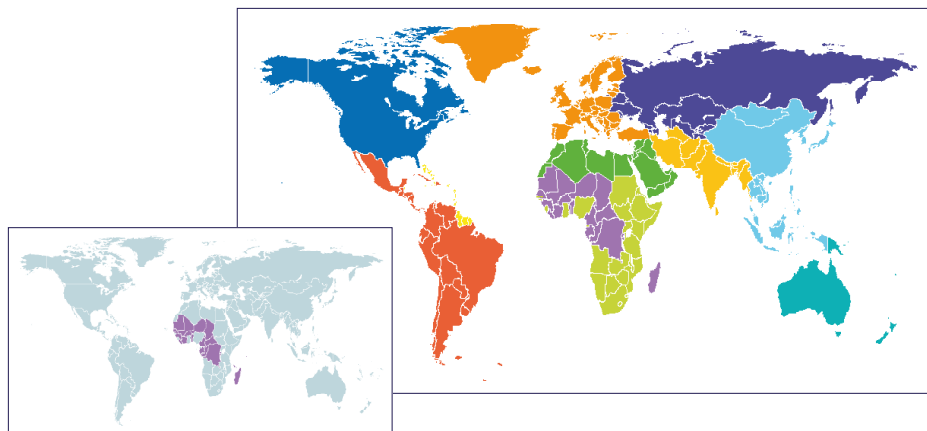
DOWNLOAD MAPS AT: ifesworld.org/brandresources



POSTER MAP

The official IFES poster map continues to be produced by professional cartographers. Their carefully and accurately updated maps are a paid-for service, so we can't make the digital files available for free. Please continue to request printed copies of the IFES poster map from Global Communications.

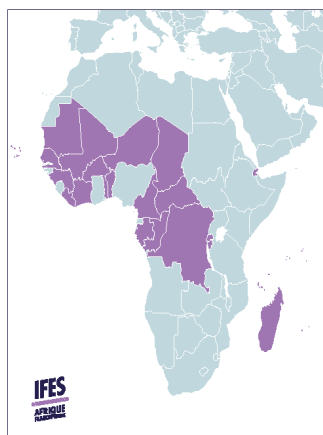
PLEASE CONTACT: brandhelpdesk@ifesworld.org



VECTOR WORLD MAPS

These maps can be scaled proportionally to any size (because they are made with 'vectors'). We have versions highlighting each region in its regional colour. Add either to your own materials.

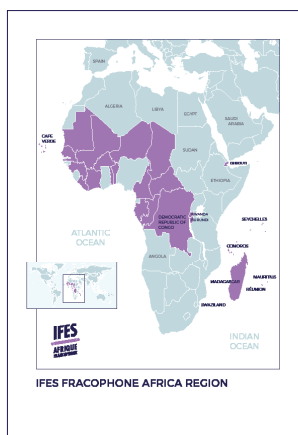
FILES AVAILABLE: ALL COLOURS / REGION HIGHLIGHTED .png .eps .pdf



VECTOR REGIONAL MAPS

This map features one region, with no labels so you can add them in your language or with your own emphasis. It can be scaled proportionally to any size.

FILES AVAILABLE: .png .eps .pdf



PRINTABLE REGIONAL MAPS

This map is printable on an A4 or letter size. It features one region, labeled with the names of each country and an inset showing the section within the world.

FILES AVAILABLE: .pdf English

WORLD STUDENT DAY

On this annual day of prayer that unites our global movement, many students, staff and supporters want to show they are part of IFES. These resources help you create materials for your student group or church, and to share with the IFES family. Prayer news and ideas are posted to the Facebook event (IFES World Student Day 2016) and on #ifeswsd.

DOWNLOAD ALL MATERIALS AT: ifesworld.org/worldstudentday



LOGO

Must appear in these proportions, on white.

FILES AVAILABLE:

.eps .png .tiff in English, French, Spanish



COLOURS

These are the two main colours we use for IFES World Student Day, but you can also use regional colours and IFES ocean – see page 10 for details.

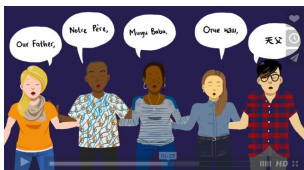


THEME VISUALS

We provide images that illustrate the year's theme to use on your own material and as social media banners.

FILES AVAILABLE:

7 illustrations
.eps .png .jpg



PROMO VIDEO

This is a video for showing to your student group or church to help them understand IFES and World Student Day, and to encourage them to get involved.

FILES AVAILABLE:

download or embed from vimeo
(link from page listed above)



PROMO CARD

A simple promotional flyer for World Student Day introducing the theme, especially helpful for giving out at student conferences.

FILES AVAILABLE:

printable .pdf
English, French, Spanish



PRAYER VIDEOS

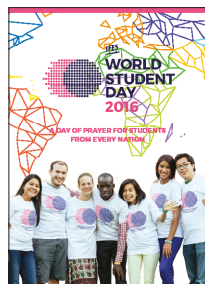
IFES encourages students and staff to make videos to provide the IFES community with a snapshot of their IFES group and up-to-date prayer requests. Add your own and watch other's videos to pray for them.

TO CREATE:

1. Follow prayer video instructions and script .doc
2. Upload to YouTube and email the url to info@ifesworld.org

COLLECTIONS AVAILABLE:

YouTube playlists: All languages, English, French, Spanish



HANDBOOK

Not sure what to do on World Student Day? The handbook is packed with activity ideas, and everything you need to know to celebrate.

FILES AVAILABLE:

printable .pdf
English, French, Spanish



PRAYER CARDS

We create these postcards about a specific student and student group so the IFES family can get to know each other more personally. Download the printable collections to pray for others, and send us your information to make one featuring you or your student group.

TO CREATE:

1. Fill out prayer card question form .doc
2. Send form and a photo to info@ifesworld.org

COLLECTIONS AVAILABLE:

.pdf, personal or professional print collections
.ppt presentation full collection
English, French, Spanish, or 'translate your own'



COUNTRY PROFILES

You can use these printable profiles of each country and IFES national movement to get to know and pray for them.

FILES AVAILABLE:

printable .pdf
English, French, Spanish

PHOTOS

It's all about students, it's all about the gospel.



MAKE A CONNECTION

Feature recognisable faces instead of crowds where faces are too small to see. Images with people looking straight at the viewer give the impression of visual communication. Show and communicate emotion, rather than simply facts or events. If the piece is about a celebration, use images of cheerful people; if the piece is about prayer, use images of people in earnest prayer.



GO AHEAD - TAKE A GROUP SELFIE!

Take photos of what is happening where you are - and encourage others to do the same. Capture yourselves and others with whatever camera or phone you use. These authentic snapshots of student ministry show IFES in action.



VALUE PHOTOGRAPHERS' SKILL

If you know students or staff who are photographers (rather than just people who take photos), they may well be happy to share their photos and take photos for you, giving you many fantastic shots.



AGEUP Peru students happily squeezing into their new office on campus.

KEEP IT REAL

The main focus of our images should be our students (and staff) - except in sensitive countries (see specific advice section). Avoid images of people you don't know from stock agencies (eg istockphoto.com): they look staged and often promote a commercial view of beauty. And don't just use an image you have found online or on an image-sharing site (eg flickr.com) - it may be illegal as well as dishonouring to the photographer.

CAPTION WHEN YOU CAN

A detailed caption can show that an image is from a real event - not a stock photo.





DO UNTO OTHERS...

Using images of real people brings them exposure, so wherever possible ask permission before using a person's image. Do not use images of mishaps or unfortunate expressions that could compromise a person's dignity or reputation. Be aware that what is an innocent gesture in one culture may be offensive in another, so be sure to check if in doubt.



GET THE ACTION SHOTS

Use images that clearly convey Christian community, discipleship and evangelism. IFES is a fellowship, a family working together, so show people in prayer, Bible study, teaching, worship, mission and in fellowship.



SHOW MULTIPLE ETHNICITIES AND CULTURES

IFES spans the world and includes people of all cultures and ethnicities. Where possible, show people from different continents on a global scale, or different ethnic groups on a local scale.



PROTECT SENSITIVE AREAS

It is dangerous to be connected to a Christian organisation in some countries and regions. ALWAYS check if you may use an image of someone from a sensitive area and consider using anonymous images instead. See next page for more on political and religious sensitivity.

WRITING TIPS

THINK BRANDING

Does our writing display the IFES communications values? (See page 4.) Is it clear and consistent, youthful, inspirational, truthful and goal-focused? How can we best describe IFES and its work to our audience?

PROOFREAD

Mistakes in a published document reflect badly on IFES. So it is worth checking and double-checking before publishing anything. Consider making sure one other person reads every document before publication. We all need a friendly proofreader.

BE CONSISTENT

Use the same spellings, abbreviations and punctuation. We want this to happen both within individual documents and across all our written materials – including websites. Keep punctuation as simple as possible and only use capital letters when necessary.

WRITE FOR AN INTERNATIONAL AUDIENCE

Avoid idioms specific to your own language and religious jargon. Avoid seasonal terms like summer and winter in reports because they mean different months in different hemispheres. Remember that terms like Christian Unions, chapters and graduate students will not be universally understood, so explain what you mean.

STAY UP-TO-DATE

Take special care with forms of address and names of people and places. We do not use outmoded or inaccurate place names – like the Far East instead of East Asia. Use special characters for foreign spellings. (They are readily accessible with Word – use Insert, Symbol.)

CHECK TONE

If we are writing to students we use a more casual tone than when writing to an elderly supporter. In an email, we can take our lead from the person writing to us. Use humour sparingly – it is hard to translate into other cultures. Avoid slang.

STYLE GUIDE

We can give you a link to a style guide used for IFES published materials. It standardises commonly-used terms (staff worker as two words, gospel with a lower-case g, for example) and gives guidance on punctuation.

WRITING STYLE GUIDE AVAILABLE AT: ifesworld.org/brandresources

POLITICS AND RELIGION

It is dangerous to be connected to a Christian organisation in some countries and regions. Please be very careful in what you write about them or what you write to them. Guidelines vary but it may be necessary to omit names and places and even some ministry details to make your report safe.

In general, be extremely careful what you say about countries where one particular religion or political system is followed almost to the exclusion of others. This includes countries in the MENA region, South and East Asia, some parts of Europe and Eurasia. In addition, we do not write as if some Christian denominations are not Christian.

TRANSLATION

We aim to offer international documents in three languages – English, French and Spanish. Our UK office has links with a team of experienced translators so please contact us if you need translation in these languages.

We are also delighted for our materials to be translated more widely. If this happens, please let us know and check the material thoroughly before publication. It is important that any translator you use is familiar with the IFES terminology, as well being as a native speaker in the translation language.

COPYRIGHT

We encourage you to share IFES material widely, so long as you do not charge for it. Ensure you credit IFES as the source of the material. If reproducing content online, please provide a link back to ifesworld.org. We would appreciate it if you could write and let us know when you have used IFES material elsewhere.

QUESTIONS? PLEASE CONTACT: brandhelpdesk@ifesworld.org



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