

CECI Communication Guide



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This communications guide provides overall guidance to ensure consistency, clarity, and effectiveness in CECI's communications.

It should be used by employees, volunteers, interns, contractors, consultants and freelancers — in short, by anyone who works with or represents CECI.

The goal of these guidelines is to strengthen CECI's message and maximize our impact and positioning with target audiences.

Should you have any questions regarding this communications guide, please contact us at: redaction@ceci.ca

1. CECI

1.1 CECI's Vision, Mission, and Overview

Our vision

We are building a future where women and young people thrive in inclusive, peaceful communities that foster shared prosperity and lasting well-being.

Our mission

Together with our partners, we work to strengthen economic opportunities for women and young people in a sustainable way and promote the full realization of the rights of women and girls.

Slogan

No official slogan, but three statements can be used as an introduction on presentations, banners, or roll-up banners:

Empowering women and youth.
Supporting communities.
Promoting sustainable systems.

Describe CECI in two sentences

CECI is an international organization that works with its partners to advance inclusive and sustainable economies, where women and young people fully exercise their rights and leadership in economic opportunities, climate change adaptation, education, and health.

With over 65 years of experience across more than 30 countries, CECI co-creates inclusive, locally grounded innovations and scales them to foster shared and sustainable prosperity.

- A longer version is available on our website: ceci.org/en/overview-of-ceci

Spoken version:

CECI is an international organization that works with its partners to create concrete opportunities for women and youth.

We strengthen more inclusive and sustainable economic opportunities, particularly in areas related to adaptation to climate change, and promote the full exercise of rights, especially in education and sexual and reproductive health.

While our projects are locally grounded, they drive broader systemic change —shaping public policy and strengthening national frameworks.

1.2 Communication Objectives

CECI's communications activities support the organization's mission and its strategic priorities by pursuing the following objectives:

Position CECI as an international organization recognized for its expertise and leadership in:

- Creating sustainable economic opportunities for women and youth, with inclusive entrepreneurial growth, climate and biodiversity solutions, and an inclusive and sustainable business environment.
- The exercise of the women's and girls' rights, particularly in matters pertaining to health, education, and support for women's human rights movements.
- Inclusive governance and humanitarian action through citizen participation, social cohesion, collective action, and humanitarian action.



Increase CECI's visibility, illustrating its projects and partners through powerful messages that increase media presence among target audiences.

Ensure the harmonization of our communications across all offices and channels to guarantee a unified, high-quality, and credible image.

Promote a clear and consistent understanding of our actions and impacts through accessible and aligned messages.

1.3 Positioning by Target Audience: Tone, Messages, Content, and Channels

CECI's target audience segmentation aims to strengthen our strategic positioning and maximize our fundraising capacity, particularly in a context where resource diversification is an organizational priority.

Each target audience has its expectations and specifications. To respond to these in a consistent and effective manner, we have defined below the appropriate tone, tailored messages, specific content formats, and relevant channels for to generate interest, trust, and engagement.

Primary Audiences

Primary audiences are related to obtaining and diversifying financial resources, They are particularly important for our international and regional communications, but must also be prioritized in local communications.

Target Audience	Recommended Tone	Example of Key Message	Types of Content	Channels / Tactics
Institutional Funders	Results-oriented, show impact, professional, strategic, evidence-based, ambitious, innovative	Where CECI is active, markets become more inclusive. More favorable policy frameworks are adopted, and more women occupy leadership positions in both the formal and informal economies. <i>Vocabulary to prioritize: impact, essential services, access to health and education, women's movements, entrepreneurship, economic opportunities, access to finance, scaling up, innovative solutions, etc.</i>	Reports, 2-pagers, impact sheets by theme or project, infographics of results, stories of change, impact data, customized landing pages, etc.	Bilateral meetings, targeted newsletters, specialized events, LinkedIn, emails (with segmented lists), brochures, website, etc.
Foundations	Inspiring, aligned with values, results-oriented, collaborative, and strategic	Sustainable change is built collaboratively. Together with foundations and our partners, CECI supports women's and youth leadership and strengthens communities to build more equitable, resilient, and sustainable societies.	Case studies, impact stories and data, visual presentations, expert content, etc.	Personalized meetings, high-level events, philanthropy networks, LinkedIn, etc.

Secondary audiences

Target Audience	Recommended Tone	Example of Key Message	Types of Content	Channels / Tactics
General Public (not yet engaged)	Open, factual, emotional, accessible, motivational, avoiding technical terms	Behind every CECI project are women, young people, and communities building a more just, sustainable, and inclusive future.	Storytelling, impact data, video clips, field reports, media coverage, etc.	Digital campaigns, media partnerships, website, sponsored social media, etc.
Local / International Partners	Collaborative, professional, complementary, committed, innovative, honest	Together with our partners, we co-create sustainable and inclusive solutions led by local women, youth, and community leaders.	Brochures, impact data, success stories, position papers, newsletters, etc.	Meetings, multi-stakeholder platforms, working groups, targeted newsletters, etc.
Engaged General Public (including donors)	Mobilizing, warm, grateful, inclusive, inspiring	Each commitment forges a bond of solidarity. Together, we advance projects that bring lasting change to the lives of women, youth, and their communities. <i>Vocabulary to prioritize: resilience, empowerment, solidarity, participation.</i>	Stories of change, videos, impact data, blog posts, calls for donations, etc.	Mobilization campaigns, targeted newsletters, events, social media, emails, etc.

Tertiary audiences

Target Audience	Recommended Tone	Example of Key Message	Types of Content	Channels / Tactics
Volunteers	Engaging, rewarding, inspiring	Your commitment creates bonds of solidarity and advances sustainable solutions led by women, youth, and their communities.	Testimonials, podcasts, visual content	Social media, website, newsletters

Employees	Clear, informative, unifying	Together, we bring to life an international CECI committed to equality, sustainability, and solidarity. Our strength: locally based teams that act with consistency and shared impact.	Guides, internal tools, training	Intranet, orientation sessions, internal communications
Communities we work with, especially women and young people	Respectful, honest, committed, accessible, valuing local knowledge	Your knowledge, initiatives, and experiences are at the heart of the solutions we are co-creating for a more just, sustainable, and united future.	Posters, flyers, localized content	Local communication, community meetings, local languages
Media	Professional, concise, accessible, fact-based	With nearly 30 active projects in 20 countries, CECI supports sustainable and inclusive solutions led by women, youth, and their communities, to address economic, climate, and social challenges.	Press releases, impact data, feature articles, project pages	Targeted press relations, opinion pieces, shared content, LinkedIn

De manière générale

Avoid	Problematic Examples	Use Instead	Why?
Paternalism	"We know what's good for them..."	We work <i>with</i> communities, supporting their priorities and knowledge.	Emphasizes co-construction and reciprocity.
Lack of transparency	"Our results speak for themselves..."	420 women producers have adopted sustainable agricultural practices, doubling their yields in less than two seasons.	Be specific, use data to build credibility, avoid vague language.

Top-down or "white savior" approach	"Thanks to our innovative actions, beneficiaries have a better life..."	Together with its partners, CECI co-creates sustainable and inclusive solutions rooted in local realities. This collaboration empowers women and young people to transform their daily lives.	Avoid a "Western expert" tone and emphasize shared contributions based on reciprocity and local leadership.
Pity	"Her child's stomach was swollen from hunger..."	This mother joined a group of women entrepreneurs to ensure food security for her family.	Emphasizes dignity and strength of action.

Other specific vocabulary at CECI:

To be avoided or used depending on the context	Prefer
Green economy, or resilient economy	Sustainable and inclusive economy
Beneficiaries (to be avoided)	Participants, agents of change, target populations, be as specific as possible: farmers in the XX region
Southern / Northern countries	Programming regions, name countries
Capacity building, empowerment	Mutual learning, knowledge sharing, support, co-creation of knowledge, empowerment, leadership, autonomy, transformation
Humanitarian aid (to be avoided)	Humanitarian action
Headquarters (to be avoided)	CECI's office in Canada, CECI International

1.4 Areas of impact and foundation

CECI focuses its action on two interrelated areas of impact and one foundation.

Impact Area 1: Sustainable and inclusive economies

CECI works with its partners to build sustainable and inclusive economies driven by the leadership of women and young people.

Our actions support entrepreneurial growth and the creation of equitable economic opportunities by promoting training, entrepreneurship, and access to inclusive finance. They support the deployment of climate and biodiversity solutions that strengthen resilience and food security, while promoting an inclusive and sustainable business ecosystem based on economic justice and environmental sustainability.

Preferred terminology: Sustainable and inclusive economies, climate change adaptation, inclusive entrepreneurial growth, Nature-based Solutions, biodiversity, inclusive and sustainable business environment, economic and climate justice, shared prosperity.

[Learn more](#)

Impact Area 2: Women's and girls' rights

CECI works to guarantee the rights of women and girls through a transformative, gender-responsive, and intersectional approach.

Our actions aim to support the right to health and physical integrity, the right to education and participation, and to support women's rights movements that transform social, political, and economic norms.

By strengthening the voice, agency, and leadership of women and girls, CECI contributes to lasting structural change based on justice, equality, and dignity.

Preferred terminology: Full exercise of the right to health, support for women's rights movements, realization of the right to education, systemic and sustainable change, empowerment, leadership

[Learn more](#)

Foundational Principles: Inclusive Governance and Humanitarian Action

Inclusive governance and humanitarian action are the cross-cutting foundations of CECI's approach. They aim to create the conditions for sustainable stability, inclusive peace, and collective resilience, which are essential to systemic transformations. CECI supports citizen participation and institutional accountability by supporting governance processes rooted in transparency, justice, and trust among different actors.

Our programs strengthen social cohesion and dialogue, particularly

in fragile or crisis contexts, while supporting local and integrated humanitarian responses that promote community resilience and sustainable recovery.

Preferred terminology: inclusive governance, humanitarian action, citizen participation in inclusive governance, accountability, social cohesion, collective action, peace, solidarity.

[Learn more](#)

1.5 Highlighting our Impact

CECI values communication that concretely demonstrates the impact of its actions and the strength of its partnerships. Beyond the specific outcomes of each project, we promote a **systemic approach** where our interventions become catalysts for change within political and institutional ecosystems. This perspective helps to showcase **scalable, community-drive solutions**, led by local organizations, **with real potential for broader implementation**.

This is an essential dimension for our priority target audience: donors and private foundations.

We are often too cautious when talking about our results; we must be accurate in what we say, but not afraid to show our impact!! Content—whether articles, videos, campaigns, or reports—should help demonstrate the real and lasting changes generated by our actions.

Numbers (**quantitative data**) and testimonies (**qualitative data**) complement each other: together, they convey **the impact of CECI and its partners**.

Demonstrating **change before and after:**

- The project trained 2,000 people on gender-based violence to reduce violence on the way to school. **This is not impact data.**
- 97% of girls surveyed felt safe on their way to school, compared to 47% at the start of the project. **This is impact data.**



1.6 International presence and official languages

CECI is an international organization with its governance rooted in nearly 20 countries in Africa, Asia, and the Americas.

Our communications are grounded in strong local roots, an international vision, and evolving regional approaches, allowing us to **tailor our messaging to diverse contexts while maintaining institutional coherence.**

CECI's official languages are French, English, and Spanish. Depending on the target audience and objectives, content may be translated into these three languages and/or into the local languages of the countries/regions.

Aware of the challenges of working across multiple time zones and linguistic contexts, the organization strives to adjust the scheduling of its international activities to encourage the widest possible participation, and/or to provide recordings of them.

1.7 Inclusive communication

CECI is an inclusive organization that values every voice. All communications - whether written, oral, visual, or public - must reflect this commitment.

To achieve this, we prioritize:



Inclusive writing:

gender-neutral language, ("people", "participants"), use of feminine/masculine terms ("Chairwoman" and "Chairman") and terms aligned with a feminist and decolonial approach.



Inclusive oral communication



Inclusive visual communication:

informed consent, choice of inclusive photos or illustrations.



Inclusive public communication:

choice of venue, languages, speakers, etc.



See our [guide to inclusive communication.](#)

2. Visual Expression

2.1 Logo



The CECI logo symbolizes the union between humanity (the white portion on the left evoking a face) and the world (the blue portion on the right reminiscent of the sea or a globe), united by the symbol of equality "=" - a powerful visual representation of the dialogue between local populations and the environment in which they live.

The same logo is used throughout the CECI network to reinforce its uniqueness and standardize visual identity .



[Click here to download our logos](#)

Authorized Versions



1. The color version should be used on white or light backgrounds, and when the overall image is in color.
2. The white (reverse) version should be used on black or dark backgrounds.

Protection Zone and Minimum Sizes



Minimum dimensions
(width)
36 Point
1/2 inch
13 mm



Protection zone
The value of two small squares around the border of the logo

Bad practices



The CECI acronym should not be used without the symbol.



The positions of the logo elements must never be altered.



The logo must never be placed over a background that reduces its legibility, or that does not provide sufficient contrast.



The logo should not be used in two different colours.



Only use the colours specified in the colour palette.



Do not distort the logo in any way and always use the correct proportions when reducing or enlarging it.



Do not add visual effects of any kind to the logo.

No project logos should be created for projects in order to preserve institutional consistency and the long-term roots of CECI and its partners.

Specific graphic standards guides are developed for each project in coordination with donors, consortium members, and partners.



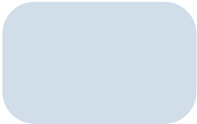
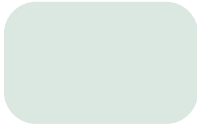
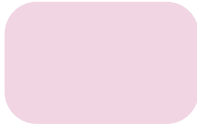
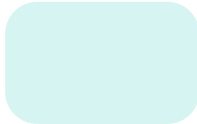
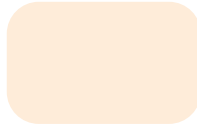
2.2 Colour Palette

When creating visuals, use colours that provide high contrast between text and background.

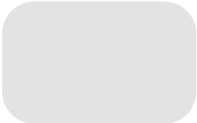
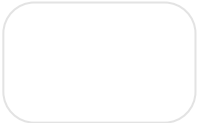
Main colors

					
Hex	#1e5395	#4c8769	#ba2c73	#32c6bb	#fa9f42
(RGB)	(30,83,149)	(73,135,105)	(186,44,115)	(50,198,187)	(250,159,66)
(CMJN)	(100, 68, 0, 12)	(73,28,66,10)	(11, 96, 25, 0)	(65, 0, 33, 0)	(0,45, 96, 0)
Pantone Coated	287 C	6158 C	213 C	3252 C	1375 C

Secondary colors

					
Hex	#d2ddea	#dbe7e1	#f1d5e3	#d6f4f1	#feedcd9
(RGB)	(210,221,234)	(219,231,225)	(241,213,227)	(214,244,241)	(254,236,16)
(CMJN)	(17, 7, 3, 0)	(15, 2, 11, 0)	(0, 19, 1, 0)	(17, 0, 9, 0)	(0,8, 12, 0)
Pantone Coated	642 C	621 C	705 C	317 C	7507 C

Neutral colors

				
Hex	(30,30,30,100)	#33373a	#e3e3e3	#FFFFFF
(RGB)	Pantone Black C	(51,55,58)	(227,227,227)	(255,255,255)
(CMJN)		(72,63,60,55)	(10,7,7,0)	(0,0,0,0)
Pantone Coated		432 C	Cool Gray 1 C	n/a

Contrasts and accessibility

Please ensure that contrasts are sufficient for readability.

2.3 Typography

Primary and Alternative typography

Main: Inter tight | **Alternative:** Roboto

Quotes typography

Patrick Hand

«...»

Patrick Hand
Regular - 18 pt

Typographic hierarchy

Titles

H1 Inter Tight - Bold 96 px

H2 Inter Tight - Semibold 64 px

H3 Inter Tight - Semibold 48 px

H1 Roboto - Extrabold 96 px

H2 Roboto - Semibold 64 px

H3 Inter Tight - Semibold 48 px



Download the fonts here

Paragraphs

Inter tight - Regular - 24 pt
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
! « » / \$ % ? & * () _ + @ ; é è à ù ç è ã ñ

Roboto - Regular - 26 pt
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
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2.4 Iconography and Illustration

Icon and Illustration Style



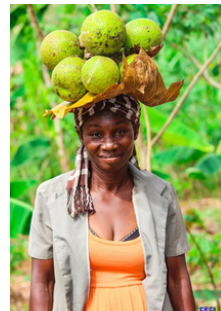
Photographs and Images

Ensure that:

- **You use high-quality images and photos that represent the participants in our projects as well as our teams and partners in action:** high resolution, good framing, good lighting, and dynamic
- **Respect rights:** all images and graphics comply with consent, are royalty-free, and are properly credited.
- **Maintain visual consistency:** images that reflect CECI's values, such as equality, diversity, inclusion, innovation, and sustainable development.
- **Photos and illustrations do NOT reinforce** gender, social, economic, or cultural stereotypes.



[See our guide to inclusive photography.](#)



3. Governance and Policies



3.1 Consent

Informed consent is a key concern for CECI.

Consent is mandatory for the use of:

- Textual or audio quotations
- Photographs of real people (does not apply to image banks)
- Video recordings of real people (same as above)
- Mention of a first or last name

You will find here the [consent form template](#).

3.2 Confidentiality and Security

Anyone involved in the creation of communications materials must:

- Exercise caution when using artificial intelligence tools (e.g., ChatGPT, MidJourney, Gemini, etc.). Refrain from entering confidential data. For sensitive content, use disappearing or secure chats.
- Use CECI's Microsoft Suite information-sharing tools (Outlook, Teams, SharePoint, etc.).



3.3 Communication Content Approvals

All communication content intended for an external audience must comply with CECI's graphic standards and, where applicable, those of the relevant project. Validation by at least one person, within a peer review system (colleague or direct supervisor), is required to verify key elements and prevent omissions, errors, or typos.

- Certain high-visibility content, including press releases, newsletters, or other strategic materials (high-visibility brochures or videos), **must be reviewed by country and/or regional and/or international management.**
- Other content, such as social media posts, website articles, and certain visual communication materials (roll-up banners, event visuals, lower-visibility videos, temporary brochures, PowerPoint presentations, etc.), **may be validated within the peer review system**, ideally with a colleague who has communication-related responsibilities. **Additional validation may nonetheless be required** — for example, for a consortium project, or at the request of the communications team, project officers or managers, or a supervisor.

3.4 Crisis Management and Public Statements

In the event of a crisis or public statements affecting CECI or one of its projects (media, security, reputation, social media posts, etc.), communications must be coordinated and centralized.

No statements should be made to the media without prior approval.

Any employee, volunteer, or partner receiving a media request must immediately inform the persons in charge, without commenting on the situation.

Any public statement made on behalf of CECI must be approved by country director and/or regional director. In Canada, public communications and position statements are approved by the communications director and/or by senior management.

For social media content published through CECI's platforms, please follow the best practices outlined in CECI's Social Media Guide.

For posts on your personal platforms, sharing, liking, tagging, using hashtags (#CECI), and commenting on CECI's publications are strongly encouraged—especially on LinkedIn, which is a highly strategic social network for CECI.

In these public spaces—particularly on LinkedIn, where the affiliation with CECI appears automatically—we invite everyone to keep in mind that their posts may be associated with the organization. If you are unsure about the appropriateness of content in this context, please do not hesitate to seek advice from your country or regional director.





4. Communications Toolkit

CECI's Communications Toolkit is a set of guides, templates, and tools available for all.

We recommend that everyone working at CECI add it to their favorites.



Link to the [Communication Toolkit](#)

Toolkit Content:

1. CECI's communication guide, graphic standards and logos
2. Documents, templates, PPTs and layout
3. Storytelling, stories of change and success stories
4. Social Media
5. Media and Press relations
6. Events
7. Communications Strategy and plan templates
8. Newsletter
9. Photography & video
10. Measure performance
11. Training
12. Inclusive communication
13. Internal Communications
14. Volunteering and public engagement
15. Consent



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