

A snapshot
of our brand
identity

PEACE
BEGINS
WITH
PEOPLE



*Life &
Peace*
INSTITUTE

Dear colleagues, partners and friends of LPI,

We are very excited to share with you a new brand identity which carries the spirit and purpose of our organisation.

The Life & Peace Institute is known for its support to non-violent, people-centered conflict transformation work that bridges theory and action across the Horn of Africa, the Great Lakes Region and Sweden.

We are constantly evolving and growing, and revisiting our brand identity has enabled us to take into account changing strategic priorities, new geographies and the opinions and ideas of all staff.

We are energised by the possibilities that this new brand identity brings to unify LPI across all the countries in which it operates.

Let us all carry the values, the purpose and the pride of our new look and feel in everything we do.

Dr. Judy McCallum
LPI Executive Director

A snapshot of our new brand identity

Life & Peace Institute is a global organisation and in order to ensure we communicate clearly and professionally, it is important that we speak with one voice and present one visual brand identity. We have therefore gone through a process including research, workshops and deep discussions inside and outside of LPI to discover our unique place among peace organisations and to find our clear positioning and messaging platform. The following pages is a snapshot of our developed brand identity and created to inspire you and give you a quick guidance to communicate LPI in a clear and unified way, both visually and verbally.

There is also a bigger document which goes into details of our brand identity and you are welcome to contact our Communication Team if you would like a copy.

We are still at the beginning of the journey though. We will continue to add to and evolve to our brand identity over the following years. However, we feel we have made a strong start, and all communications inspired by this platform will increase awareness and understanding of who LPI is, as they will now be woven from a common thread.

PEACE BEGINS WITH PEOPLE

A large crowd of people is shown from a low angle, with many hands raised in the air. The background is filled with trees and sunlight, creating a warm, golden glow. The overall atmosphere is one of joy and unity.

Our Vision

Our long-term goal and our result if we are successful in what we are doing.

A world where peace, justice and nonviolent relations prevail through people's active work and commitment.

Our Mission

How we are going to reach the goal and the reason why we exist.

To support and promote non-violent approaches to conflict transformation.

Through a combination of research and action strengthening existing local capacities to prevent violence and rebuild communities effected by conflict.

Core values

LPI's work is based on the following core values

All human life is sacred and possesses a dignity that belongs to every human being regardless of who they are or what they do.

Every person has basic rights and responsibilities that flow from our human dignity and that belong to us as human beings regardless of any social or political structures. The recognition of the inherent dignity and of the equal and inalienable rights of all people is expressed in the International Declaration of Human Rights. Corresponding to these rights are duties and responsibilities to respect the rights of others and to work for the common good of all.

As members of one human family – whatever our national, ethnical, religious, economic or ideological differences – we are to live in global mutual solidarity with one another. This means that special consideration in economic, political and social decisions must be given to those in greatest need, the most marginalised – in order to promote life in its fullness with peaceful relations for all.

True peace encompasses justice, truth, reconciliation and mutual respect. Esteem for human dignity and human rights is consistent with this vision and a foundation for peace.

Conflict is an inherent and complex aspect of every society; violence need not be. **Sustainable peace can only be based on a culture of non-violence.**

Peace work must encompass all levels and segments of society. Adherence to **basic democratic principles**, where all people have a right to participate in social and political life, is a necessary precondition for building lasting peace.

Equality is a vital necessity in shaping a community of men and women playing equally important roles.

Guiding Principles

LPI's work is in compliance with the following guiding principles:

Understanding the context

LPI bases its work on a thorough understanding of the context in which it engages.

Coherent work on all levels

LPI acknowledges that building peace is a complex process that has to include all levels of society. The Institute therefore employs a coherent multi-track approach with a special emphasis on supporting the middle and grassroots levels.

Building on local knowledge

LPI believes that people have the power to build peace. LPI is hence sensitive towards local cultures and traditional methods/ customs of conflict transformation and incorporates the different perspectives and voices of the people into analysis and action.

Continuous commitment

Peace is not a static condition but ongoing processes, so LPI must rely on the continuous commitment of both internal and external actors in almost every context.

Gender sensitivity

LPI prioritises a gender-sensitive approach to conflict transformation. As conflict affects women and men and boys and girls in gender-specific ways, LPI takes into account the different needs, situations and conditions of women and men in conflict areas.

Accountability, transparency and trust

LPI is accountable to its partners, programme participants and the members of the communities where it works as well as to its donors.

Impartiality

LPI conducts its work in an inclusive and non-partisan way, as effective and sustainable conflict transformation and peacebuilding require the engagement of all relevant parties. Impartiality is not indifference to injustice but entails an effort to engage all stakeholders and to avoid alignment with particular actors.

Conflict sensitivity

LPI is sensitive to how its identity, principles and practices influence the communities, conflicts, partner organisations and contexts where it works, and how they affect it. It strives to "do no harm."

Environment

LPI seeks to conduct its work in ways that do not harm the natural environment. In its analyses it is sensitive to the role that environmental issues and the management of natural resources play in situations of conflict.

Diversity

LPI is engaged in action and research with all kinds of civil society organisations, institutions and actors, depending on the context of engagement in the different programmes. In the composition of its own staff the Institute favours a diversity of ideas, beliefs and backgrounds, with everyone's commitment to the values and principles of LPI as the unifying factor.



'We base our work on a thorough understanding of the context in which it engages.'

Workshop on youth inclusion in Sweden, students from Uppsala University.

Our audiences

When communicating, we cannot communicate everything to everyone. It will change the information, tone and style of what we are sharing. We will therefore try and decide on one to two audiences, then test and review how successful our communications has been with them.

The types of audiences that we engage include:

- funding partners
- partners
- peer organisations
- communities
- civil society organisations
- decision makers
- internal staff

To a lesser extent, we also communicate to the public to whom LPI is unknown. However, this is a vast and challenging audience to tap into.

The importance of storytelling

Good story-telling is a best practice today in communications. Rather than an organisation telling its audience what it is or what it does, a story gives a genuine and authentic insight into our work, told through others' eyes, often through our participants. A story is much more memorable than facts and figures.

Telling a good story can raise awareness, inspire and resonate with audiences, increase partnerships and funding opportunities. We can also use stories to communicate the complexity and long-term nature of peace-building work.

LPI has already used story-telling successfully, particularly in the long-form. It can also further use these stories through various channels including social media, the website, presentations, reports, proposals, blogs, podcasts and emails. Stories can also be enhanced by or told through photos and videos.

Some guidelines for story-telling (genuine and authentic). A good story is:

- A FEEL piece, not a THINK piece. What emotions are you trying to elicit? Use an authentic voice – do not try to tailor it, so it is too professional or standard organisation language. It should be in a language that resonates with those reading it.
- A moment in time. No two moments are alike. What happened? Who was there? What did they say and see?
- About an individual, not about the general public. It is also tailored to a specific audience, not to the general public.
- About dignity and hope, not about victims or those who lead perfectly happy lives. It should lead to a learning. It can teach ethics, values, cultural norms and differences.
- Inspired or about those you work with. Ideas can come from meetings, dialogues, events, social media comments and conversations.
- Focused outwards. Avoid wording like "I thought," "I felt," "I realised," or "I learned." That interpretation and analysis puts up a wall between you and your reader. Experiment with different ways to present your thoughts and feelings using dialogue, sensory details, and physical descriptions.
- Short. Think of short stories for short attention spans.



Dialogue is not just talk - it can be expressed in many ways, including in action.

Participants in the Sustained Dialogue in Kenya.

Design elements

The following pages demonstrate our unique design elements which, together, deliver a distinct visual brand identity and tone of voice for LPI.

Please remember to check in with the Global Communications Advisor from the outset and to approve.

If you are working with external partners or consultants, please ask for our extended brand book.

Logotype

- blue and white version



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Please note

The logotype elements should never be separated. Position, size, and colour, along with the proportional relationships of the elements are predetermined and should not be altered.

Typeface

When used thoughtfully, typography becomes a powerful visual brand identity tool that can add meaning to what is communicated. As most typefaces require a license and not standard on a PC we have chosen three typefaces for flexibility.

Everyday typefaces - standard on every PC

Calibri

This is our day to day headline typeface and should be used in our PC-based applications such as templates, reports and documents.

We use Calibri for

- headlines
- sub-headlines
- captions
- can also be used as body copy

Georgia

This is our day to day body-copy typeface and should be used in our PC-based applications such as templates, reports and documents.

We use Georgia for

- body copy and long-form text
- quotes

Licences typeface and not for in-house use, but to be shared with external designers.

Semplicita Pro

Semplicita Pro can be obtained from Adobe Fonts
<https://fonts.adobe.com/fonts/semplicita> or purchased from MyFonts
<https://www.myfonts.com/fonts/canadatype/semplicita-pro/>

Semplicita Pro differentiate us, makes us recognisable and should be used when we commission external design work. You do not need to acquire this font in your in-country office, but please contact the communications team if you need it.

A designer can use Semplicita Pro for

- headlines
- sub-headlines
- captions
- body copy

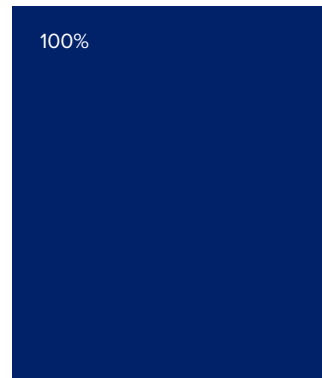
Semplicita Pro can also be used in combination with Georgia.

Our colour palette

The LPI colour palette has two layers: **Main heritage colour palette** and the **Supporting colour palette**. The main heritage palette continues our existing blue colour palette. The supporting colour palette provides a wider spectrum to use in our communications. Secondary palette is broken into four colours: Vision yellow, Grounded grey, Collaboration green and Action coral - mirroring our values and personality. All colours besides our main Knowledge blue can be use as tints in 70%, 50% and 30%. The following pages outline each colour break down.

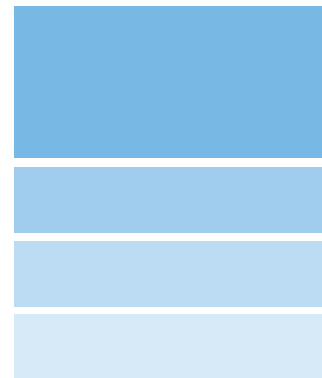
Main heritage colour palette

Knowledge Blue



Pantone 2748
 CMYK 100 / 92 / 15 / 5
 RGB 1 / 33 / 105

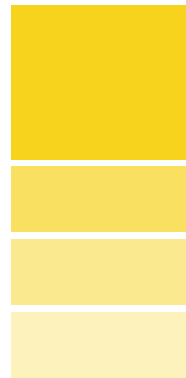
Positive Light blue



Pantone 2748
 CMYK 50 / 15 / 0 / 0
 RGB 120 / 184 / 229

Supporting colour palette

Vision Yellow



CMYK 0 / 16 / 87 / 0
 RGB 247 / 211 / 30

Grounded Grey



CMYK 22 / 21 / 37 / 0
 RGB 206 / 200 / 178

Collaboration Green



CMYK 84 / 32 / 67 / 15
 RGB 31 / 120 / 100

Action Coral



CMYK 7 / 84 / 65 / 0
 RGB 224 / 81 / 83

100%
 70%
 50%
 30%



Photography is also a key tool for showing our diverse and dynamic work, and connects with people in ways that words can't.

Visual examples

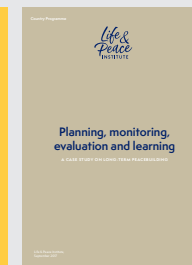
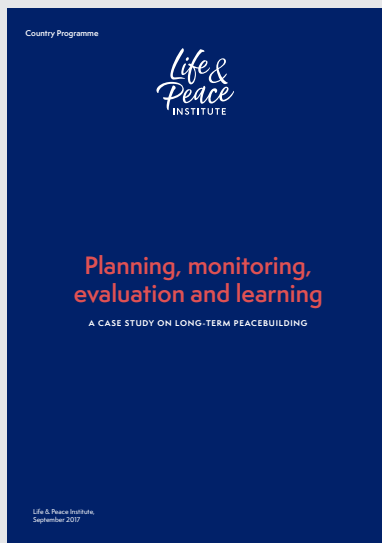
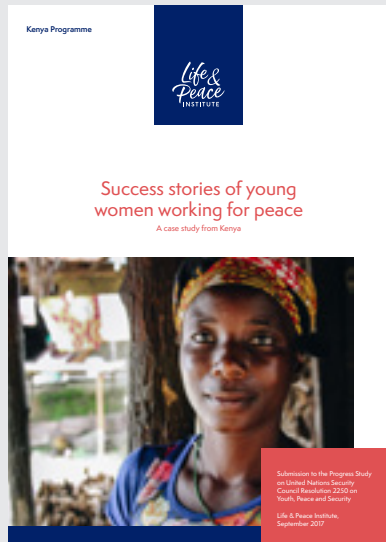
The following pages demonstrate examples of how our visual brand identity and the design elements are used together. This to give you a flavour of how it can look in our communications.

Please remember to check in with the Global Communications Advisor from the outset and to approve.

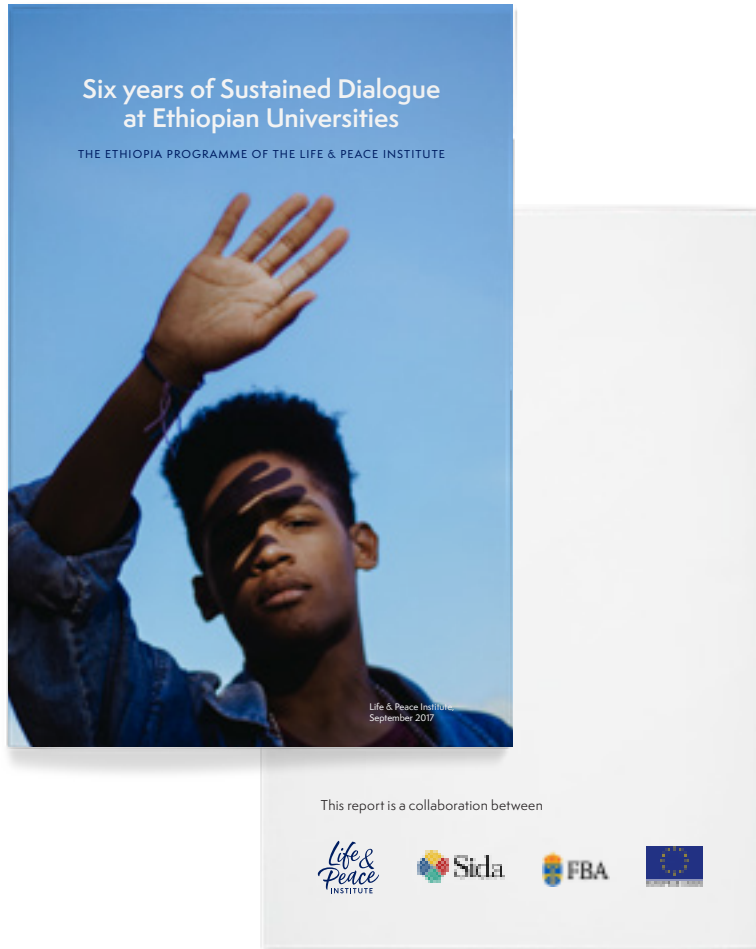
Front page example



Front page examples



Report and poster example



Event examples



Bag and T-shirt



Creative example





For questions regarding our visual brand identity and
communications materials please contact
communications@life-peace.org