# The Catalyst 2030 Brand Categories

These are the branding categories that guide Catalyst 2030 communications and activities. This document helps you to identify which category your query falls under and then describes how to follow Catalyst 2030 Brand and Style Guidelines accordingly.

All branding aligns with Catalyst 2030's 7 Core Principles, for which members are brand ambassadors for.

## Step One: Identify which Category your query falls under (Definitions for each category can be read on page 2)

| 1. Catalyst 2030 (Parent) Movement Communications | 2. Catalyst 2030 Flagship Initiatives | 3. Catalyst 2030 Chapters | 4. Catalyst-Facilitated and Joint Collaborations | 5. Member-led Collaborations | 6. Members in Personal Capacity |
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| ✓ The communications task you are working on is on behalf of or for the Catalyst 2030 movement as a whole | ✓ The communications task you are working on is for a Catalyst 2030 Flagship Initiative, such as the Catalyst 2030 Awards, or Catalyst 2030's Catalysing Change Week | ✓ The communications task you are working on is for a Catalyst 2030 Chapter | ✓ The communications task you are working on is for a joint collaboration with C2030, or is facilitated by C2030, and is co-branded with C2030 | ✓ The communications task you are working on is for your own member-led collaboration, but which has representation from C2030 on the collaboration's board | ✓ The communications task you are working on is for for yourself, in your own personal capacity as a C2030 member, not in collaboration with fellow members and not on behalf of C2030 |

## Step Two: Use the titles in the column on the far left to search for guidelines you are interested in (Guidelines start from page 3)

# Definitions of the Six Catalyst 2030 Brand Categories

| Categories and examples of logo use | 1. Catalyst 2030 (Parent) Movement Communications | 2. Catalyst 2030 Flagship Initiatives | 3. Catalyst 2030 Chapters | 4. Catalyst-Facilitated and Joint Collaborations | 5. Member-led Collaborations | 6. Members in Personal Capacity |
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| | CATALYST 2030 (logo) | CATALYST 2030 (logo) | CATALYST 2030 (logo) + US flag | tendrel + CATALYST 2030 (logos) | Name Here + CATALYST 2030 + Organisation (logos) | N/A |
| **Origin** | • Secretariat | • Secretariat or Working Group | • Secretariat | • Secretariat, Working Group or members at large or a combination | • Secretariat, Working Group or members at large or a combination | • Own capacity |
| **Governance and approvals, values and finance** | • Governance and approval: C2030 Governing Council<br>• Aligns with the <u>7 Core Principles</u> and the <u>C2030 Commitment</u> | • Governance and approval: C2030 Governing Council<br>• Aligns with the <u>7 Core Principles</u> and the <u>C2030 Commitment</u> | • Governance and approval: C2030 Governing Council<br>• Aligns with the <u>7 Core Principles</u> and the <u>C2030 Commitment</u> | • Governance and approval: Approval of collaborations by Collaborations Team<br>• Aligns with the <u>7 Core Principles</u> and the <u>C2030 Commitment</u><br>• May require registration, MOU or other official documentation | • Governance and approval: Has own board governance outside of C2030, but it aligns with the <u>7 Core Principles</u> and the <u>C2030 Commitment</u><br>• Board has representation from C2030 Secretariat<br>• Is its own entity, legal or otherwise | • Governance and approval: Has own board governance outside of C2030<br>• Aligns with the C2030 <u>7 Core Principles</u><br>• Membership and C2030 Commitment |
| **Role of Secretariat** | • Fully-managed by Secretariat from ideation, to funding and execution | • Activity is mainly (80%) managed by Secretariat from ideation, to funding and execution<br>• Collaborators invited to participate | • High level of Secretariat involvement from chapter creation through to launch<br>• After chapter reaches maturity, with defined action plan and dedicated coordinator, Secretariat role evolves to that of key point of contact for global related topics, ensuring constant interaction and alignment | • Has own governance, but Secretariat is involved<br>• Secretariat supports administratively until launch and collaboration is self-sustaining | • Limited Secretariat involvement<br>• Presents at GA for network access<br>• Credits C2030's involvement | • None other than to communicate network opportunities |
| **Entity Examples** | Secretariat and Comms | • Catalyst 2030's Catalysing Change Week<br>• Catalyst 2030 Awards | • Catalyst 2030 Brazil<br>• Catalyst 2030 India<br>• Catalyst 2030 Australasia<br>• Catalyst 2030 Spain<br>• Catalyst 2030 Rwanda | • Catalyst Market<br>• Tendrel<br>• Joint collaborations (Examples: Resonance, McKinsey; Ashoka reports; People's Report)<br>• NGO letter<br>• Catalyst 2030-funded reports (Examples: Catalysing Change 2030; Education Report; Cities Ending Homelessness)<br>• Catalyst 2030 Business Commitment<br>• Africa Forward (A Catalyst 2030 initiative) | • Elders Council for Social Entrepreneurs<br>• Healing Trees<br>• Creative Dignity<br>• Third-party reports where members contributed (Lex Mundi, New Allies, Embracing Complexity) | • Member in personal capacity, not in collaboration with C2030 |

# Guidelines that apply to each category

| | 1. Catalyst 2030 (Parent) Movement Communications | 2. Catalyst 2030 Flagship Initiatives | 3. Catalyst 2030 Chapters | 4. Catalyst-Facilitated and Joint Collaborations | 5. Member-led Collaborations | 6. Members in personal capacity |
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| **Name** | • 'Catalyst 2030' is the name of the movement | • Flagship initiative will include "Catalyst 2030" in the name<br>• "Catalyst 2030" comes first in the name (Example: Catalyst 2030 Catalysing Change Week) | • Chapters include "Catalyst 2030" in the name<br>• "Catalyst 2030" comes first, then the location of the chapter (Example: Catalyst 2030 Spain) | • May exclude "Catalyst 2030" in the name (Example: Tendrel) | • Must not have "Catalyst 2030" in the name | • Will have own identity and must not have "Catalyst 2030" in name of own initiatives<br>• Can mention C2030 membership but not for fundraising purposes |
| **Adherence to Catalyst 2030 Brand Guidelines** | • Adheres strictly to C2030 Brand and Style Guidelines | • Adheres strictly to C2030 Brand and Style Guidelines, but creates own brand style within the C2030 branding guidelines (Example: Catalyst 2030 Awards) | • Adheres strictly to C2030 Brand and Style Guidelines | • Co-branded with C2030; Creates own style inclusive of C2030 branding (colours etc.) | • Has own brand guidelines | • Has own brand guidelines<br>• Must not use C2030 branding for own communications |
| **Logo** | • C2030 logo always included in communications, in accordance with C2030 Brand and Style Guidelines | • C2030 logo always included in communications<br>• May design own logo with C2030 colours, but may not alter the brandmark or existing logo<br>• Use C2030 logo alongside own logo. Initiative logo will appear first. | • C2030 logo always included in communications<br>• May not design own logo<br>• C2030 Chapters use the primary logo<br>• May use logo with country flag provided by C2030. These are available in the C2030 chapter logo folder. | • A C2030 logo always included in communications<br>• May design own logo with C2030 colours, but may not change the C2030 brandmark or existing logo<br>• C2030 logo to appear alongside collaboration logo. Collaboration logo can appear first. (Example: Climate Report) | • C2030 logo can be included in communications alongside other collaborator logos but shouldn't be main logo (Example: Academic Hub) | • Logo can be used alongside own logo for promoting conferences and events when engaged as a speaker; in bios and in email signature<br>• Members in personal capacity cannot use the logo for fundraising appeals or if it makes the communication look like it came from Catalyst 2030 |
| **Emails and email signatures** | • The Secretariat sends emails using the catalyst2030.net domain<br>• All emails from catalyst2030.net will include a C2030 email signature with logo, as per template | • The Secretariat sends emails using the catalyst2030.net domain<br>• All emails from catalyst2030.net will include a C2030 email signature with logo, as per template | • Chapter Coordinators within the Secretariat send emails using the catalyst2030.net domain<br>• All emails from catalyst2030.net will include a C2030 email signature with logo, as per template<br>• Chapter members should not send emails on behalf of C2030 or a C2030 Chapter without approval from the Chapter Coordinator first | • Collaboration members should not send emails on behalf of C2030 or a C2030 Collaboration without approval from the Collaboration Coordinator first<br>• Before official launch of the Collaboration, emails will come from Secretariat with official C2030 email signature, thereafter, from the collaboration in own capacity | • Members/collaborators may include the C2030 logo alongside their own logo in email signature<br>• The C2030 name or logo should not stand alone, but appear next to own logo | • Can use C2030 logo in own email signature to show membership, only if alongside own logo<br>• It must never look like the email comes from C2030.<br>• May not send on behalf of C2030<br>• May not add fellow C2030 members or partners to mailing lists without permission |

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| **Newsletters and other mail sent to mailing lists** | • Secretariat and Comms Team is responsible for organising monthly newsletter for C2030<br>• Secretariat members can submit content/events for inclusion in the C2030 monthly newsletter<br>• C2030 mailing list is used<br>• Mail is only sent to those who have opted-in<br>• Mails are sent using C2030's email / CRM management account and are GDPR compliant<br>• Newsletters adhere to C2030 Brand and Style Guidelines, include the C2030 logo and link back to the C2030 homepage | • News about flagship events can be submitted for inclusion in the C2030 monthly newsletter<br>• Special newsletters can be scheduled for flagship initiatives (Example: CCW)<br>• The Secretariat sends these emails using the catalyst2030.net domain<br>• C2030 mailing list is used<br>• Mails are sent using C2030's email / CRM management account and are GDPR compliant<br>• Newsletters adhere to C2030 Brand and Style Guidelines, include the C2030 logo and link back to the C2030 homepage | • Chapter news can be submitted for inclusion in the C2030 monthly newsletter<br>• Chapters can send own newsletters if they have checked first with the Chapter Coordinator, and these have been checked by the Comms Team for branding adherence and edits before being sent<br>• Chapter's own GDPR compliant mailing list and email / CRM management software is used<br>• Newsletters adhere to C2030 Brand and Style Guidelines, include the C2030 logo and link back to the C2030 homepage | • Collaboration news can be submitted for inclusion in the C2030 monthly newsletter<br>• Collaborations can send own newsletters if they have checked first with the Collaborations Coordinator, and these have been checked by the Comms Team for branding adherence and edits before being sent<br>• Newsletters adhere to brand guidelines<br>• Own GDPR compliant mailing list and email / CRM management software is used | • Member-led collaboration news can be submitted for inclusion in the C2030 monthly newsletter | • May not send newsletters on behalf of C2030<br>• Can mention C2030 in own newsletters<br>• Must never add fellow C2030 members or partners to mailing lists without their consent |
| **WhatsApp groups** | • Official WhatsApp groups are managed by the Secretariat Comms Team<br>• Graphics to follow C2030 branding guidelines<br>• See WhatsApp Guidelines | • Requests can be sent to Comms Team to be shared on the official Catalyst 2030 WhatsApp groups | • Requests can be sent to Comms Team to be shared | • Must not add fellow C2030 members or partners to WhatsApp groups without their consent | • Must not add fellow C2030 members or partners to WhatsApp groups without their consent | • May not add fellow C2030 members or partners to WhatsApp groups without their consent<br>• May not message fellow members with fundraising requests |
| **Websites/pages** | • Uses the C2030 global site: https://catalyst2030.net/ | • Can have own website created in accordance with C2030 branding and website template, which links back to global site<br>• Can request a website to be built in a subdomain of catalyst2030.net<br>• Can request for a page to be added to the website about the initiative<br>• Websites will link back to the C2030 homepage https://catalyst2030.net/ | • Chapters are listed on the global website on the Chapters page<br>• Chapters may request to have an official chapter website built in a C2030 subdomain. Example: spain.catalyst2030.net<br>• Chapter websites follow guidelines set out in the C2030 Chapter Website Handbook<br>• Chapter websites link back to the C2030 homepage https://catalyst2030.net/ | • Can request a page on the global site or a website to be built in a sub-domain if initiative requires a website for marketing<br>• Members can share collaborations through the C2030 member portal<br>• Can submit collaboration news for inclusion in newsletter and website<br>• Can build own website co-branded with C2030<br>• Website will include a link to the C2030 homepage https://catalyst2030.net/ | • Members can share collaborations through the C2030 member portal<br>• Link on the collaborations page<br>• Responsible for own website<br>• Welcome to include a link to the C2030 homepage https://catalyst2030.net/ on own sites | • May display a C2030 logo or link on their website to show affiliation and link to the C2030 homepage https://catalyst2030.net/<br>• Own website not to look like a C2030 website<br>• Shared in member portal and newsletter<br>• Can submit member stories for inclusion in monthly newsletter and website |
| **Social media** | • C2030 Secretariat manages the social media channels for the movement<br>• The C2030 logo is used as the profile image<br>• All graphics adhere to C2030 Brand and Style Guidelines | • Flagship initiatives are shared on the C2030 social media channels<br>• All graphics adhere to C2030 Brand and Style Guidelines, as well as flagship style and are | • Chapters may set up their own social media profiles in accordance with the C2030 Social Media Guidelines for Chapters | • Both the collaboration and C2030 logos are used as the profile image<br>• Graphics are co-branded with C2030 and can be checked against the | • Members can share collaborations through their own channels | N/A |

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| | and are checked against the social media graphics [design checklist](#) | checked against the social media graphics [design checklist](#) | • Channels are named the same as chapters "Catalyst 2030 [location]"<br>• The round C2030 logo is used as the profile image<br>• All graphics adhere to [C2030 Brand and Style Guidelines](#) and are checked against the social media graphics [design checklist](#) | social media graphics [design checklist](#) | | |
| **Documents, reports, handbooks and toolkits etc.** | • All documents and reports adhere to [C2030 Brand and Style Guidelines](#)<br>• Documents and reports will include the Catalyst 2030 logo and tagline<br>• Document will include a link to the Catalyst 2030 homepage [https://catalyst2030.net/](https://catalyst2030.net/)<br>• All documents being shared in the public domain or with the whole movement will be professionally edited first<br>• We recommend using a [C2030 starter document template](#) that is set up with the correct language, colour and typography settings from the start | • All documents and reports adhere to [C2030 Brand and Style Guidelines](#)<br>• Documents and reports will include the Catalyst 2030 logo and tagline<br>• Document will include a link to the Catalyst 2030 homepage [https://catalyst2030.net/](https://catalyst2030.net/)<br>• All documents being shared in the public domain or with the whole movement will be edited professionally first<br>• We recommend using a [C2030 starter document template](#) that is set up with the correct language, colour and typography settings from the start | • Chapters can produce their own reports and documents, always following the [C2030 Brand and Style Guidelines](#)<br>• Documents and reports need to be run by the Chapter Coordinator<br>• Documents and reports will include the Catalyst 2030 logo and tagline<br>• Document will include a link to the Catalyst 2030 homepage [https://catalyst2030.net/](https://catalyst2030.net/)<br>• All documents being shared in the public domain or with the whole movement will be edited professionally first<br>• We recommend using a [C2030 starter document template](#) that is set up with the correct language, colour and typography settings from the start | • All documents and reports are co-branded with C2030 (own style inclusive of C2030 branding colors etc.)<br>• Documents and reports are run by the Collaborations Coordinator<br>• Documents and reports will include the Catalyst 2030 logo and tagline along with other collaborators<br>• Document will include a link to the Catalyst 2030 homepage [https://catalyst2030.net/](https://catalyst2030.net/)<br>• All documents being shared in the public domain will be edited professionally first | • Documents and reports are set up according to own brand guidelines<br>• Documents and reports will include the Catalyst 2030 logo and tagline along with other collaborators<br>• Welcome to include a link to the C2030 homepage [https://catalyst2030.net/ on own sites](https://catalyst2030.net/) | • Catalyst 2030 logo can be placed on documentation to show membership/affiliation with C2030<br>• The C2030 logo may not be used for funding appeals, or in a manner that make it looks as if the request comes from, or is endorsed by C2030. |
| **Graphics** | • All graphics to follow [C2030 Brand and Style Guidelines](#) and [Graphics Guidelines](#)<br>• Secretariat has access to the C2030 graphics libary | • All graphics to follow [C2030 Brand and Style Guidelines](#) and [Graphics Guidelines](#)<br>• All graphics to follow flagship event guidelines<br>• Secretariat has access to the C2030 graphics library | • All graphics to follow [C2030 Brand and Style Guidelines](#) and [Graphics Guidelines](#)<br>• Chapter co-ordinators have access to the C2030 graphics library | • Co-branded with C2030<br>• See C2030 [Graphics Guidelines](#) | N/A<br>Own branding | N/A<br>Own branding |
| **Business cards** | • Secretariat members can use the C2030 business card template to print cards | • Secretariat member can use the C2030 business card template to print cards | • Secretariat member can use the C2030 business card template to print cards | N/A<br>Own branding | N/A<br>Own branding | • C2030 logo may appear alongside the member's logo, if it is clear that the member logo is primary and the C2030 logo is there to show membership affiliation only. |