



NFSSM  
ALLIANCE  
REBRANDING

VOLUME 1



# CONTENT

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BRAND BLUEPRINT

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VOICE AND TONE



BRAND  
BLUEPRINT



## WHO ARE WE HERE FOR?

For government officials that are closely involved in developing and implementing sanitation policy

For sector practitioners that seek a credible knowledge body to ensure impact and scale

For global organizations who want to ensure that their funds create sustainable impact in society

## WHAT DO WE DO

### AND HOW DO WE DO IT?

We are a collaborative, multi-stakeholder platform that harnesses the power of collective knowledge and influence to advance inclusive sanitation to deliver equitable and universal services

## WHAT MAKES US DIFFERENT?

Our ability to aggregate learnings from our diverse set of partners and translate it into urgent, actionable outcomes for scalable impact.

## WHY ARE WE HERE?

Sustainable and inclusive sanitation will reach the most vulnerable only by navigating complex ecosystems as a cohesive unit

## WHAT DO WE VALUE THE MOST?

Impact  
Inclusivity  
Innovation

## WHAT'S OUR PERSONALITY?

Collaborative  
Agile  
Action-oriented

## CORE AMBITION

To be the first preference for those seeking to create a resilient and safe future for all, through sanitation.

IDENTITY





BRANDMARK

# ROUNDEL

The new brandmark is crafted to reflect our agility as an organization and our ability to cohesively tackle complex problems to create impact at scale.

The roundel is also an emblem of our collaborative nature that lies at the heart of our organization, highlighting our ability as a group of experts to come together, discuss, and provide unified solutions from different vantage points for the betterment of society.

The bloom of colours signals our emphasis on prioritising sustainability when solving for sanitation.

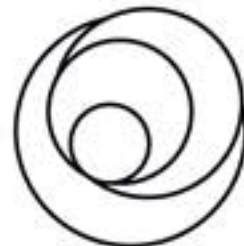
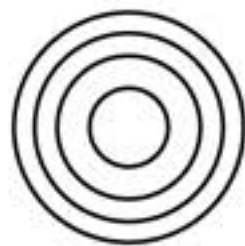


## BRANDMARK EVOLUTION

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EXISTING BRANDMARK



EVOLVED BRANDMARK

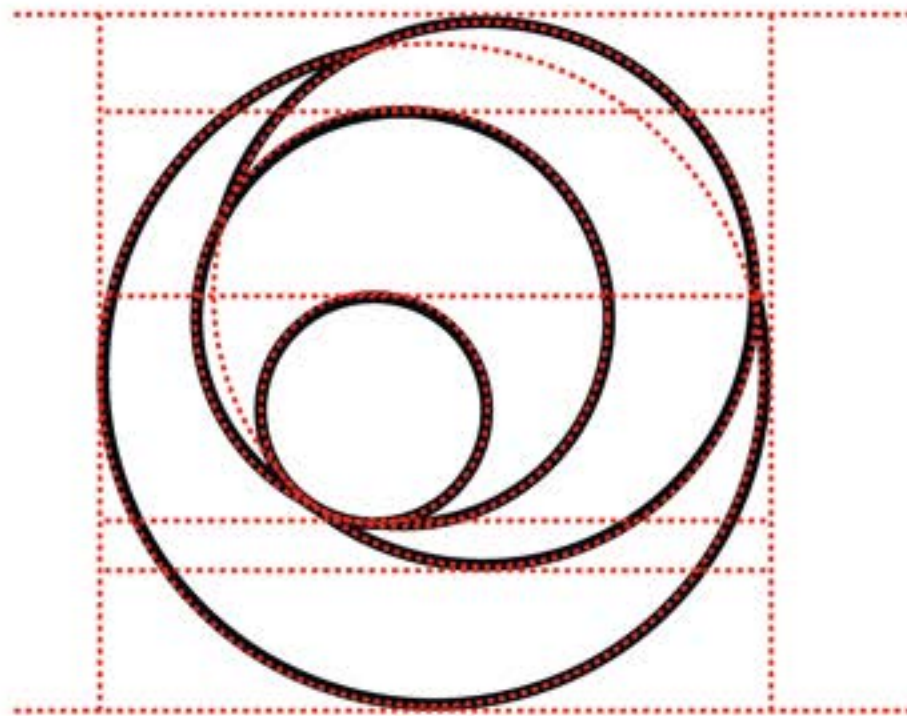




The previous identity captured the FSSM process in a linear manner. The new identity aims at retaining that essence but using concentricity to showcase our evolution as an organization.

The new brandmark is crafted to reflect our agility as an organization and our ability to cohesively tackle complex problems to create impact at scale.

The roundel is also an emblem of our collaborative nature that lies at the heart of our organization, highlighting our ability as a group of experts to come together, discuss, and provide unified solutions from different vantage points for the betterment of society.



**NFSSM**  
**ALLIANCE**







**NFSSM**  
**ALLIANCE**



---

150 px



---

250 px



---

600 px



---

350 px

# TYPOGRAPHY





Montserrat thin

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 1234567890 !@#\$%^&\*()\_+

Montserrat light

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 1234567890 !@#\$%^&\*()\_+

Montserrat Medium

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 1234567890 !@#\$%^&\*()\_+

Montserrat Semi Bold

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 1234567890 !@#\$%^&\*()\_+

Montserrat Bold

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 1234567890 !@#\$%^&\*()\_+

Montserrat Black

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 1234567890 !@#\$%^&\*()\_+



# COLOUR PALETTE



## LOGO COLOURS

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HEX: #AB844C

R: 171  
G: 132  
B: 76



HEX: #838C4A

R: 131  
G: 140  
B: 74



HEX: #4F9244

R: 79  
G: 146  
B: 68

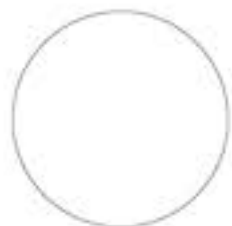


HEX: #066D55

R: 6  
G: 109  
B: 85

## BACKGROUND FOR LOGO PLACEMENT

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#FFFFFF

R: 255  
G: 255  
B: 255



#F3E5D6

R: 243  
G: 229  
B: 214



#63401E

R: 99  
G: 64  
B: 30



#063B26

R: 6  
G: 59  
B: 38



#000000

R: 0  
G: 0  
B: 0

SECONDARY PALETTE FOR ACCENT COLOURS COMPLEMENTING THE PRIMARY PALETTE  
(ICONS, HIGHLIGHTS IN ILLUSTRATION, HIGHLIGHTING TEXT, INFOGRAPHICS)

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#82CDDF

R: 130  
G: 205  
B: 223



#536BB1

R: 83  
G: 107  
B: 177



#223A86

R: 34  
G: 58  
B: 134



#FEEB15

R: 254  
G: 235  
B: 21



#FBBB0E

R: 251  
G: 187  
B: 14



#EF6962

R: 239  
G: 105  
B: 98



#D36102

R: 211  
G: 97  
B: 2



#BBD258

R: 187  
G: 210  
B: 88



#64B331

R: 100  
G: 179  
B: 48



#4F9977

R: 79  
G: 153  
B: 119

GRADIENT USING THE SECONDARY COLOUR PALETTE

---

R: 130  
G: 205  
B: 223

#82CDDF



#223A86

R: 34  
G: 58  
B: 134

R: 254  
G: 235  
B: 21

#FEEB15



#D36102

R: 211  
G: 97  
B: 2

R: 187  
G: 210  
B: 88

#BBD258



#4F9977

R: 79  
G: 153  
B: 119

R: 239  
G: 105  
B: 98

#EF6962



#D36102

R: 211  
G: 97  
B: 2

R: 130  
G: 205  
B: 223

#82CDDF



#D36102

R: 211  
G: 97  
B: 2

R: 254  
G: 235  
B: 21

#FEEB15



#4F9977

R: 79  
G: 153  
B: 119

R: 239  
G: 105  
B: 98

#EF6962



#223A86

R: 34  
G: 58  
B: 134

## NEUTRALS

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#000000

R: 0  
G: 0  
B: 0



#585857

R: 88  
G: 88  
B: 87



#878787

R: 135  
G: 135  
B: 135



#B3B2B2

R: 179  
G: 178  
B: 178



#DADADA

R: 218  
G: 218  
B: 218



#EDEDED

R: 237  
G: 237  
B: 237



#FFFFFF

R: 255  
G: 255  
B: 255

# LOGO GUIDELINES





**Clear Space**

To preserve the integrity of the logo, always maintain a minimum clear space around the logo. This clear space insulates our logo from distracting visual elements, such as other logos, copy, illustrations or photography.

**Space Margin**

Width of the letter 'N' from the 'NFSSM' part of the wordmark is to be taken as the margin when using it in communication.



**Maintaining Shape and Proportions**

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the logo. The proportions and shape of the logo should never be altered for any reason. To resize, hold the "Shift" key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space, even when proportionally scaling the logo.

## LOGO DONTs

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Never scale the logo disproportionately



Never use the secondary palette in the logo



Never change the logo all green



Never alter the logo alignments



Never alter the logo weightage



Never place the logo on a merging background.  
Logo to be placed on the colours mentioned in  
the guidelines.



Never create effects around  
the logo.



Never alter the appearance of the logo.



Never change the kerning of the logo.



Never change the symbol position

## LOGO PREFIX

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**In collaboration with NFSSM** - this should be used whenever the alliance is a partner/collaborator but not the owner of the project or did not lead the project.

**Lead partner** - Where the alliance has been the leading entity for the project and has editorial control over project documentation.

**In association with NFSSM** - Where the project/undertaking has the alliance's endorsement but not necessarily it's involvement in the development of the same.

**Knowledge partner** - This should be used when the alliance has either been brought onboard to publish the knowledge piece or the NFSSM knowledge bank + publications have been used as the primary force behind the study.



**PREFIX FONT: Monsterrat Bold.**

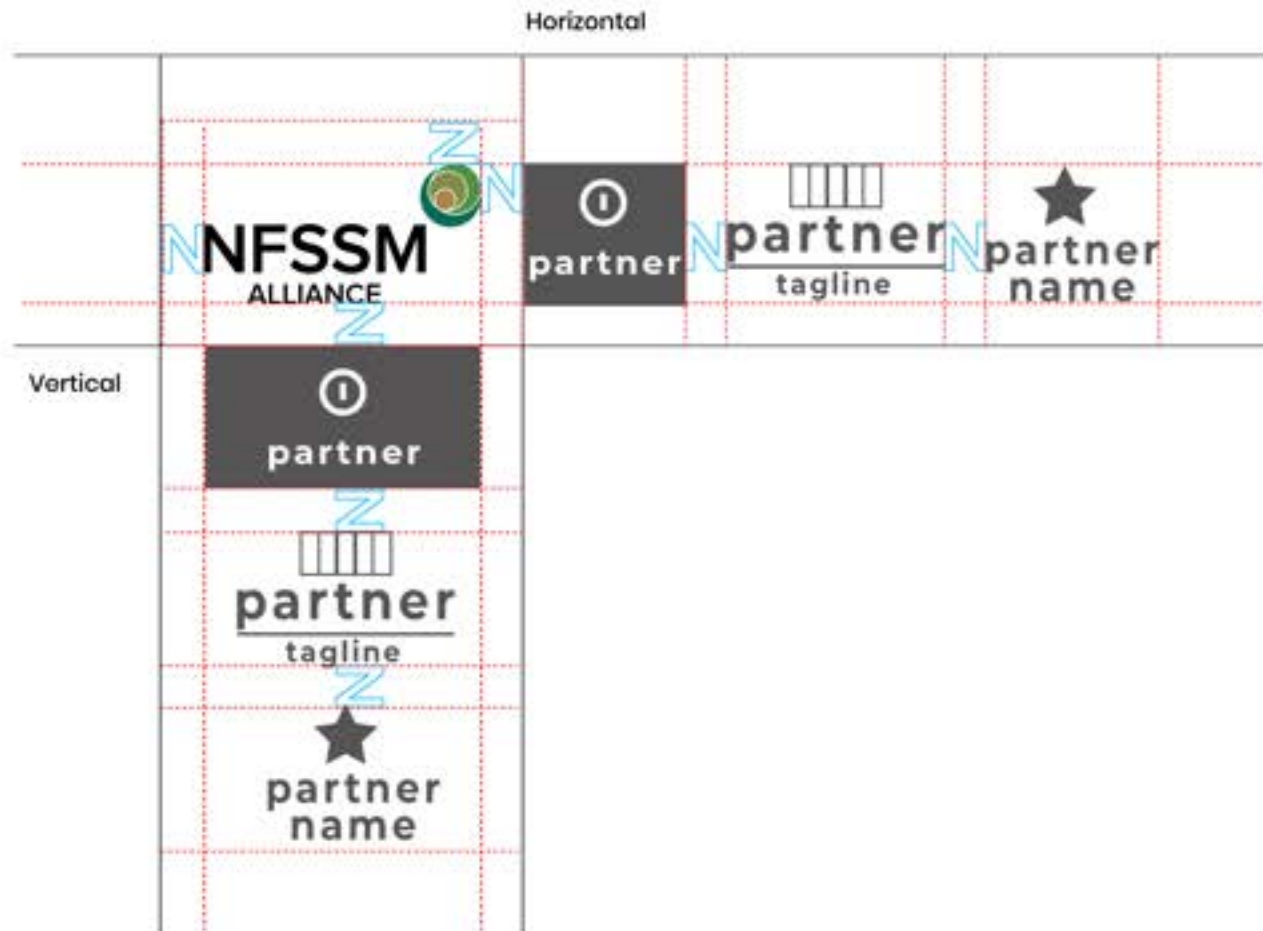
To ensure accurate and consistent use, always centrally align the prefix with the wordmark, and top align it with the brandmark.



## PARTNERSHIPS

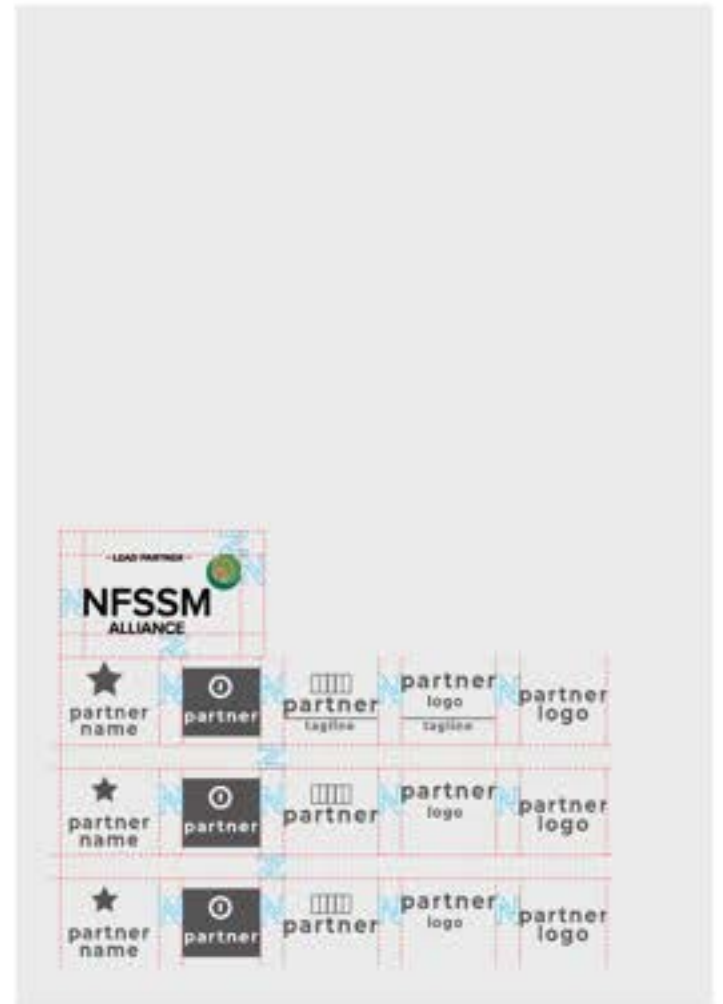
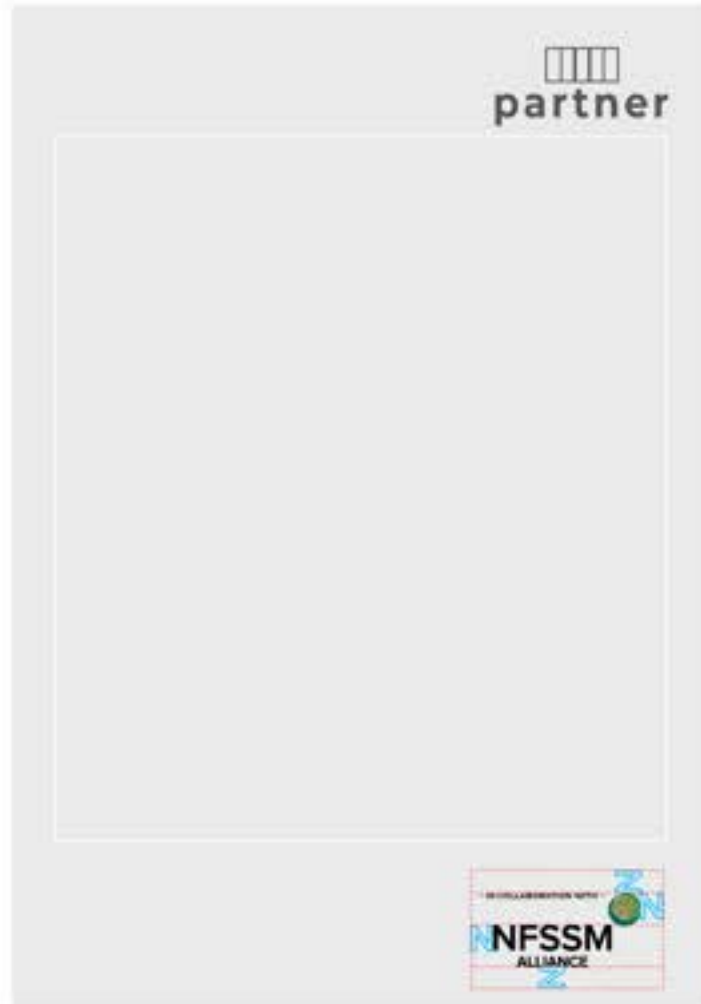
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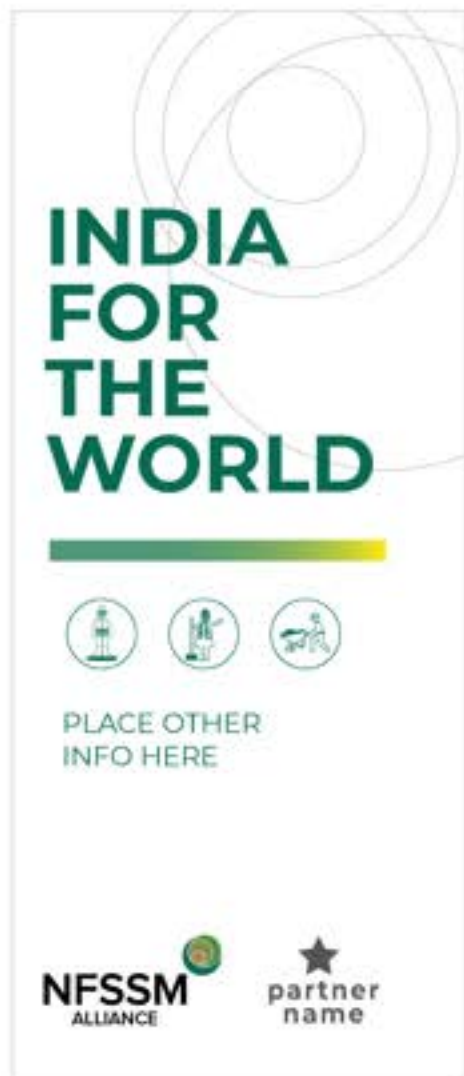
Aligning partnership logos should follow clearspace rules. Minimum width of 'N' in the logo becomes the safe space margin. Make sure there's safe space around and between our logo and the partner logos. At no point should the width of the partner logo exceed the width of our logo.



PARTNERSHIP LOGO PLACEMENTS

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WITH SINGLE PARTNER LOGO



WITH MULTIPLE PARTNERS LOGO WITH STRAPLINE

**STRAPLINE USAGE:**  
Use the strapline where it is the primary communication in a collateral, do not use it if there are key pieces of information which are more pertinent and important to be received by people than our strapline.

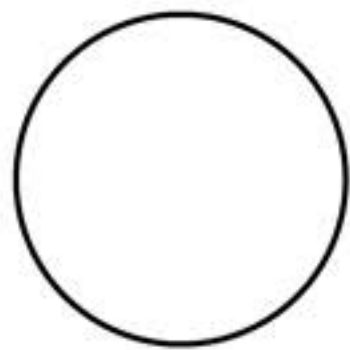
# DATA VISUALIZATION AND BRAND PATTERN



## DATA VISUALIZATION

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To enhance data visualization incorporate the primary shape of our identity wherever possible.  
Our colour palette brings in the distinction between different data points and helps us convey it clearly.

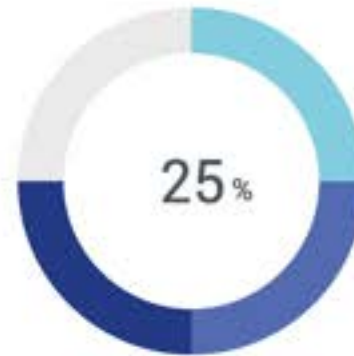
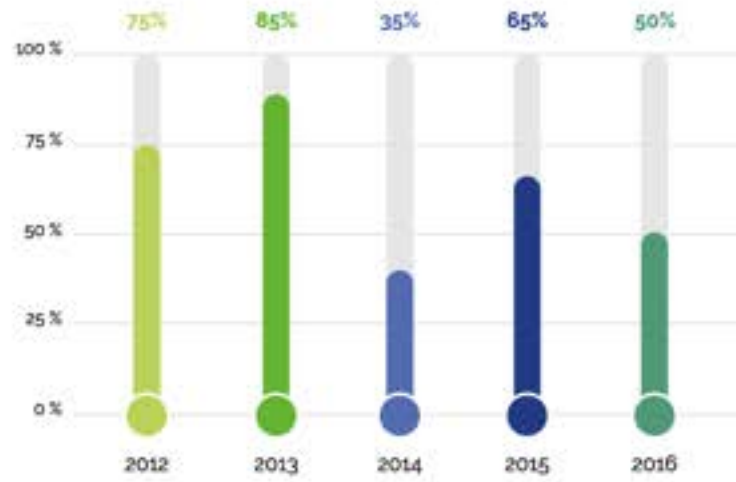


+





## BAR GRAPHS AND PIE CHARTS



TABLES

1	Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.	100 HEADLINE
2	Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.	200 HEADLINE
3	Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.	300 HEADLINE
4	Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.	400 HEADLINE
5	Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.	500 HEADLINE
6	Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.	600 HEADLINE

LOREM IPSUM

Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.

STEP 01

LOREM IPSUM

Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.

STEP 02

LOREM IPSUM

Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.

STEP 03

LOREM IPSUM

Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.

STEP 04

01

**IDEA**

Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.

02

**PLAN**

Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.

03

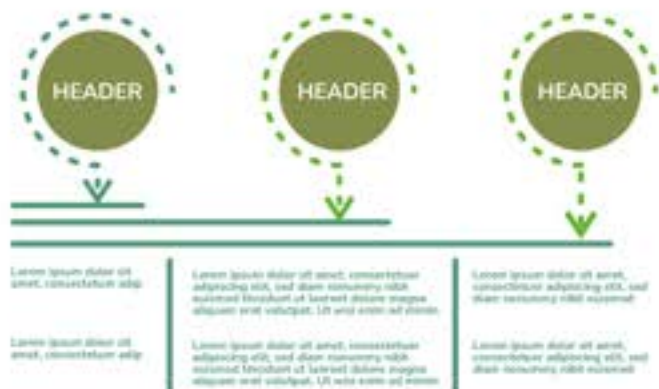
**WORK**

Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.

04

**SUCCESS**

Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.



HEADER

HEADER

HEADER

HEADER

HEADER

Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.

Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.

Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.

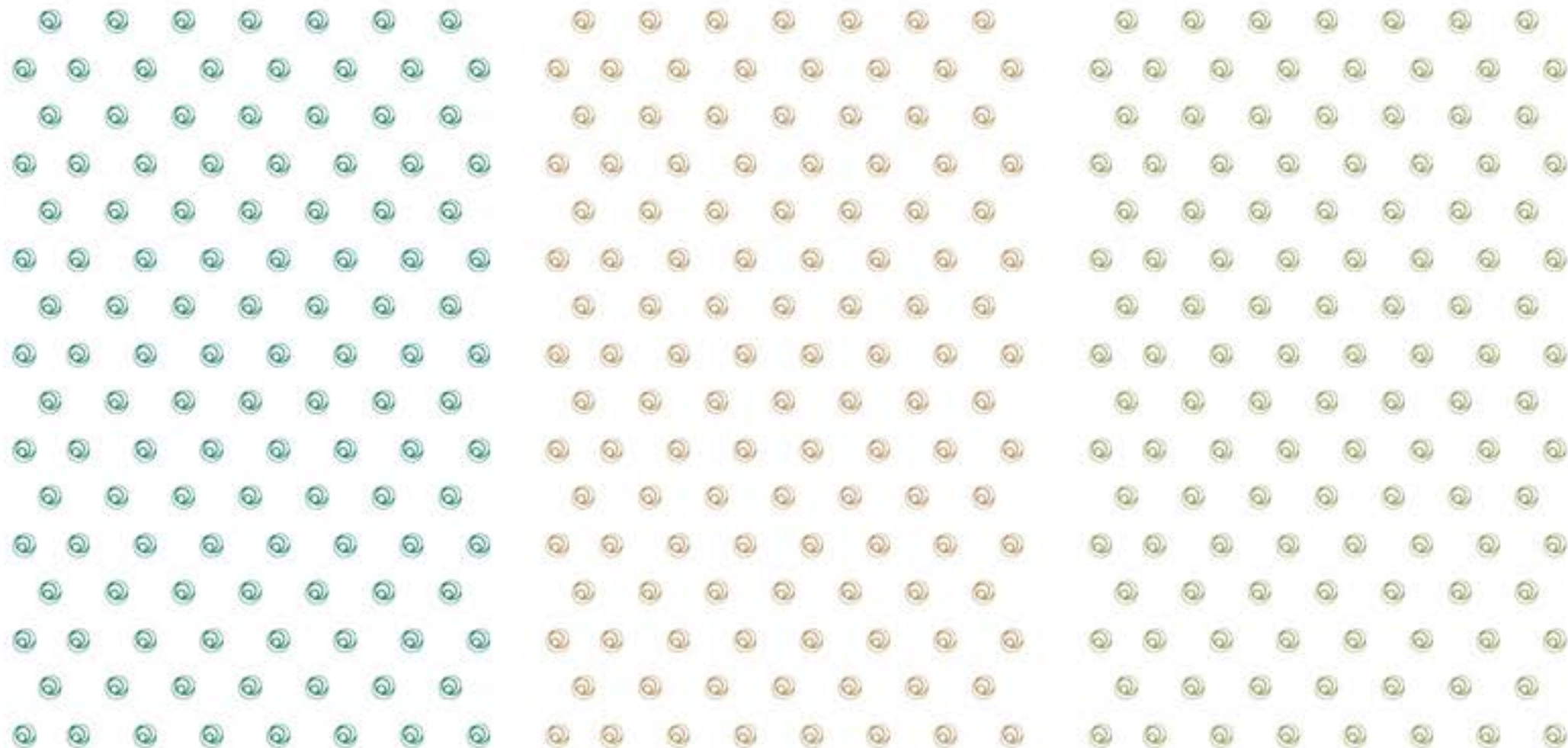
Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.

Placeholder text ipsum dolor sit amet, consectetur adipiscing elit.

## BRAND PATTERN

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Use the pattern in any collateral that requires branding. Always use it in the single colour stroke format. Any colour from the 'logo colours' can be used. Maintain the given spaces.



# PHOTOGRAPHY



## PHOTOGRAPHY GUIDELINES

While capturing the situation, always base the composition around people. Human interaction with infrastructure, gadgets, and technology should always be kept in mind. Keep the tone and light as natural as possible. Focus on documenting both process and impact.



Document more human composition shots in natural surroundings.



Human interaction with the facility makes for easy understanding of the processes.



Infrastructure captured through the worker's lens creates a deeper sense of empathy.



Portraits of workers create powerful imagery, therefore, impactful communication.



Always add human interaction to give more meaning and impact to the pictures. It makes for warm, impactful and effective communication.

## PHOTOGRAPHY USAGE GUIDELINES

Images to be used only in full colour or black and white tone. Never add any other tints to the picture. While using black and white always keep the contrast high for clarity.



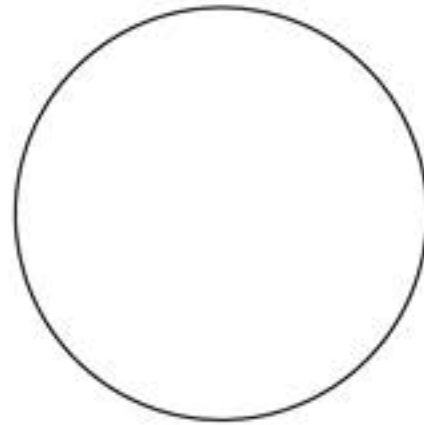
# ICONOGRAPHY



## ICONOGRAPHY GUIDELINES

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A single circle borrowed from the logo construction has been picked to form the case for all the icons. Icons should be minimal for utmost clarity. To bring in diversity to each collateral, use the colour palette generously.



OUTER SHELL:  
TO GIVE CONSISTENCY  
TO THE ICONS





## ICONS

Use a single stroke to create the icons. Make one object solid to help the icon stand out.



USED WATER MANAGEMENT



COLLABORATIVE ACTION



SERVICE DELIVERY



FIRM



COMMUNITY-BASED PLATFORM/  
COMMUNITY-BASED ACTION



VULNERABLE COMMUNITIES



URBAN POOR COMMUNITIES



GENDER MINORITIES -  
WOMEN AND TRANS PEOPLE  
COMMUNITIES



INCLUSIVE SANITATION



SEPTIC TANK



SCALING SANITATION  
SYSTEMS & SERVICES



WORKER SAFETY  
AND BENEFITS



SEWER ENTRY PROFESSIONALS



TOILET CLEANERS



FSTP WORKERS



FSTP



DEBULKING TRUCK



BUSINESS MODEL



ONSITE SANITATION SYSTEM



CODIFICATION



AMPLIFYING NARRATIVES



BUILDING/SPOTLIGHTING  
CHAMPIONS



CROSS LEARNING



INNOVATION & TECHNOLOGY



THOUGHT LEADERSHIP



PARTNERSHIPS

## CWIS

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SAFETY



EQUITY



SUSTAINABILITY



ACCOUNTABILITY



RESPONSIBILITY



RESOURCE PLANNING  
AND MANAGEMENT

ICONS IN SECONDARY COLOUR PALETTE



ICONS IN BLACK AND WHITE



## ICONS

The outer circle can be dropped when used for the website or as a part of a cluster in infographics.



## EXAMPLES



# **BRANDING GUIDELINES AND CHECKLIST**

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## STRAPLINE

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# Together for Inclusive Sanitation

## WHEN TO USE THE STRAPLINE

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Our strapline is a pithy way of introducing different audiences what we as an alliance stand for, it is best used in situations to clarify or bring to light our purpose in places where there is scant awareness of who we are and what we do.

It is a key strategic message and not a tagline which is why visually it should be kept in a much larger or balanced proportion to our identity but never be used just below the logo as we would with a normal tagline, the visual architecture would get complicated and difficult to perceive especially in tight spaces.

Use the strapline where it is the primary communication in a collateral, do not use it if there are key pieces of information which are more pertinent and important to be received by people than our strapline.

## INTRODUCING YOURSELF AS A MEMBER OF THE ALLIANCE

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*Member Name* is a proud member of the NFSSM (National Faecal Sludge and Septage Management) Alliance, a leading collaborative body in India, with 30+ sector experts working across 14+ states to drive timely inclusive sanitation outcomes.

## AUDIENCE

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The NFSSM Alliance Branding Guidelines and Checklist are intended for:

- NFSSM Alliance members (Steering Committee, Secretariat, Task forces and other members) producing any form of visibility and communication collateral that showcases the work of the Alliance
- External designers/agencies/consultants/journalists working on NFSSM Alliance Collateral

## HOW TO USE THIS DOCUMENT

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This document will be made available on the NFSSM Alliance Repository for internal use. All Taskforce leads and facilitators are responsible for ensuring that taskforce deliverables and creative outputs are aligned with the branding guidelines and checklist. For external vendors, either the working group lead or the taskforce lead/facilitator will work with the vendor to ensure appropriate branding on all Alliance visibility and communication collateral.

Any queries regarding logo usage, branding or visibility should be directed to the NFSSM Alliance Secretariat 'secretariat@dasra.org'. For usage of any Alliance branding collateral such as the letterhead etc. a formal request over email should be made to the Secretariat stating the intent of usage.

## WHEN TO USE THIS DOCUMENT

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### **NFSSM Alliance members:**

The brand of NFSSM Alliance is strictly to be used only by the members of the Alliance i.e., representatives of member organizations as per the NFSSM Alliance Membership List.

### **External Stakeholders:**

Any external bodies and individuals from the government, non-profit, academic institutions, media as well as the corporate sector must use the branding guidelines only for co-branding efforts with the Alliance, and not otherwise. Co-branding efforts must be taken forward only post notifying and confirmation from the NFSSM Alliance Secretariat team.

## APPROPRIATE USAGE OF BRANDING GUIDELINES:

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Alliance members may use the NFSSM Alliance brand only in the following instances, for any additional cases please reach out to the Secretariat Team for alignment:

### **Scenario 1: Leveraging Knowledge Products by NFSSM Alliance**

- When knowledge documents such as reports, whitepapers, primers, videos and other collaterals generated by NFSSM Alliance are amplified on external forums, publications or webinars etc.
- If these knowledge documents are produced by taskforces/ working groups of the Alliance, it is important to give due credit to the contributing Alliance members as well
- If collateral such as evidence generated or policy recommendations developed by the NFSSM Alliance is referenced in a media article or written platform, it is mandatory to reference the NFSSM Alliance for the same
- If a knowledge product is co-developed with an external body, these branding guidelines will follow.



## APPROPRIATE USAGE OF BRANDING GUIDELINES:

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### Scenario 2: Organizing Events

- **NFSSM Alliance Led Events:** If the NFSSM Alliance, Taskforces or working groups are organizing and/or hosting webinars and other events to highlight the work of the Alliance and its thought-leadership, the branding guidelines must be followed
- **Member Organizations Led Events:** If partner organizations are hosting events, then the branding guidelines are applicable in the below mentioned cases for co-branding only:
  - Alliance members are invited to speak in the capacity of an Alliance representative
  - Alliance members are requested to present and showcase the work of the Alliance as part of the agenda
  - Alliance's knowledge products/ collaterals are presented at the event

### Scenario 3: Collaboration with External Organizations / Platforms

- If an external organization/stakeholder is collaborating with the NFSSM Alliance to organize an event/session, it is important to give Alliance the due credit as part of co- branded efforts. This includes pre, during and post the event as well as in its promotional collaterals across media, social media and any other platform.
- Please note Secretariat must be consulted for such collaborations, before confirmations are made to external parties. This is to ensure NFSSM Alliance is only collaborating with organizations that are aligned with Alliance values and principles.

### Scenario 4: Members representing alliance at External Forums (Online and offline events):

- If a Partner organization is representing the Alliance in the capacity of speaker/panelist/moderator at an external forum, the NFSSM Alliance branding may only be leveraged if they are presenting the work of the Alliance. The NFSSM Alliance logo or collateral in this case cannot be utilized without informing the Secretariat team
- If a member of the NFSSM Alliance is representing the Alliance at an external forum or platform, it is essential to provide due credit to the work of the Alliance and members may champion the values of the Alliance around inclusivity/ diversity as per the NFSSM Alliance Memorandum
- Any personal opinions by representatives must not be credited with Alliance brand in verbal or written form. Disclaimer that the opinions are personal must be utilized

## GUIDELINES ON MUST-NOT-DOS:

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- Any external stakeholders and partner organizations must not use the Alliance branding when they are not showcasing Alliance work, not bring members, not talking in line with Alliance principles, or organizing events in its individual capacity
- Alliance branding must not be used while collaborating with any partner organizations or individuals with a history of discrimination (gender, caste, etc.)
- As a representative of the NFSSM Alliance, it is essential to maintain a collaborative and forward- looking approach while informing the government through verbal or written collateral and Alliance members should strive to continue to strengthen external relationships with government, funders, sector experts etc. It is essential to dissociate from using the brand Alliance and its guidelines when expressing individual/personal opinions regarding the government, especially on a public forum/platform.
- It is not encouraged to use the NFSSM Alliance brand where the narrative is not in line with principles of the NFSSM Alliance as detailed in the Memorandum and as detailed in NFSSM Alliance priorities below. For government-related media engagements, please refer to Memorandum Guidelines Section 5.1.3

## PROTOCOL

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- **Secretariat Confirmation:** It is mandatory to intimate the NFSSM Alliance Secretariat regarding the representation of NFSSM Alliance Brand on any forum or platform, collateral used. In case of an event where branding guidelines are to be used, the Secretariat should be informed a week prior, as the decision-making body for a go-ahead on using the branding guidelines (details of the event, how the co-branding would look, the collaterals to be showcased and co-branded). In case of any queries, the Secretariat can consult with the Steering Committee.

- **Personal Opinions:**

For all above Scenarios on Branding / Co-branding, it is essential to provide a disclaimer where the representatives are sharing personal opinions. Personal opinions are those are outside the realm of the above narratives, or cannot be support by any knowledge / evidence developed by the NFSSM Alliance. The Alliance believes in supporting national, city and state government.

- When media stories, in print and digital, are shared by Alliance members, disclaimer to be added if the opinions, content and tone are not aligned with those of the Alliance's
- The Alliance supports national, state and city governments. During webinars or panel discussions hosted by the Alliance, the host must give a disclaimer upfront about members sharing personal opinions and views, especially when the opinions content and tone are not aligned with the Alliance's principles of supporting governments and providing recommendations in a positive, forward looking light.

## GUIDELINES FOR POSTING CONTENT ON SOCIAL MEDIA

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- **Planned Content:**

The Alliance Social Media Accounts will post about:

1. Announcements of new policies, acts, government initiatives in sanitation
2. News articles about partner's work and updates in the sanitation space
3. Knowledge products created by the Alliance and its partners
4. Facts, data points, etc. relevant to Faecal Sludge and Septage Management

- **Retweets/ Reactive Posts:**

1. The Alliance Social Media handles will retweet/reshare Posts from the Twitter handles of partners
2. Quote and tag Tweets of news stories that mention partners, announcement posts by partners, posts by partners etc
3. The Alliance Twitter account WILL NOT retweet any tweets that portray the alliance members, Government initiatives like Swachh Bharat, Jal Jeevan, Jal Shakti Mission etc in a negative light

- **Recommended Hashtags:**

- |                      |                                  |
|----------------------|----------------------------------|
| 1. #Sanitation       | 4. #SanitationWorkers            |
| 2. #SanitationForAll | 5. #GenderEquality               |
| 3. #WASH             | 6. #FSSM                         |
|                      | 7. #SwachhBharatMission and #SBM |

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## TWITTER DOS AND DON'TS:

### **Dos**

- Do create an informative Profile- use the logo as the profile photo and a short bio on the Alliance and its work
- Do Tweet regularly- To keep followers engaged and create more impressions on tweets ensure that daily tweets are sent out from the Alliance profile
- Do use Twitter Appropriate Lingo- Ensure appropriate usage of hashtags, tagging relevant profiles etc
- Do Engage- To keep followers engaged always share thought-provoking articles, videos, infographics, photos, and other content that offers value

### **Don'ts**

- Don't overuse #hashtags- hashtags should be used to mark keywords and topics in the tweet
- Don't post negative tweets
- Don't use all CAPS unless it's an acronym
- Don't just retweet- When retweeting another user's tweet, always add a comment to your retweet as it allows other users to reply and form a new thread.
- Don't ignore Retweets or tweet mentions- Respond to all mentions and RTs and keep followers engaged

## ELECTRONIC NEWSLETTERS, BLOGS, REPORTS OR ONLINE ARTICLES

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All electronic newsletters, blogs or online articles related to the NFSSM Alliance's members work must acknowledge the NFSSM Alliance in the article. The documents must always place the NFSSM Alliance logo at the right-hand corner or at the centre of the poster either at the top or bottom of the document. Always use the original logo and do not make any alterations to the elements and the colours used. The logo may be scaled appropriately according to the requirements of the document.

For citing the work of the Alliance or for referencing other articles always use the Harvard style of referencing. This means that instead of in-text citations, endnotes are used along with a bibliography:

- **Endnotes** are used when directly quoting or paraphrasing a source. They are located at the bottom of the body of the work and contain a fragment of the full citation. Depending on the source type, some Harvard Reference endnotes may look something like this
  1. Pond, A. (2015). Supporting Grantee Capacity.
- **Bibliographies** (or Reference Lists) are located below the endnotes, and display full citations for sources used in the assignment, including a link to access the source. Here is an example of a full citation found in a Harvard style Bibliography:
  1. Bugg-Levine, A., Kogut, B. and Kulatilaka, N. (2012). A New Approach to Funding Social Enterprises. Harvard Business Review, (January–February 2012). Available at: <https://hbr.org/2012/01/a-new-approach-to-funding-social-enterprises>
- **Appendices to include**
  - Acknowledgements
  - Methodology
  - Disclaimer on use of statistics (how reliable are the statistics) –where necessary
  - Glossary, with acronyms
  - Endnotes
  - Bibliography
  - Currency Conversion

## BANNERS AND STANDEES

---

All programme banners, backdrops and standees should carry the NFSSM Alliance logo in conjunction with members/partner's logos at the top. In terms of joint branding, the NFSSM Alliance logo will appear at the right hand preferably or at the centre.

## EVENTS

---

For events organized by or with support from the NFSSM Alliance such as trainings, conferences, webinars, seminars, exhibitions, workshops etc. reference should be made to the NFSSM Alliance in the invitations, programmes, posters, social media and all relevant visibility and communication material with the Alliance logo.

Always place the NFSSM Alliance at the right-hand corner or at the centre of the poster. In case of co-branding, position the Alliance logo in line with other stakeholders in equal size and space.

## MEDIA & PRESS RELEASES

---

- The press releases for/related to the work of the Alliance must include a reference to the “member of/by the National Faecal Sludge and Septage Management Alliance” with the logo.
- All media mentions – highlighting NFSSM Alliance work or/and a member representing Alliance having a sector-led conversation should highlight our aspiration and related work

## OTHER FORMATS AND COLLATERALS

---

The brand guidelines should be adhered to when the NFSSM Alliance members engage in the development of:

- **Digital Media Collaterals:** any digital media platforms such as social media engagement, blogs & newsletters, banner ads, pop-up ads, in-app plug-ins, kiosks, web microsite, ad placement in videos, webinars & virtual workshops & training programs including courses and fellowships, partnership opportunities, etc.
- **Print Media Collaterals:** any print media/publication such as reports, whitepapers, checklists, toolkits, primers as well as any promotional collaterals including advertorials in newspapers, magazines, outdoor billboards, sponsorships on print formats, etc.
- **On-ground Event Collaterals:** standees, backdrops, brochures, pamphlets etc. for any on-ground activities such as events, field workshops, on-field trainings, etc.
- **Multi-media collaterals:** Short as well as long format audio tools, podcasts, films, instructional videos, tutorials, opinion bytes, advertorials, sponsorships on video formats to showcase the thought-leadership of the Alliance

# DESIGN SYSTEM





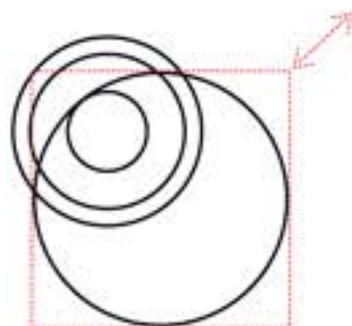
BASICS OF ROUNDEL

**SCALING**

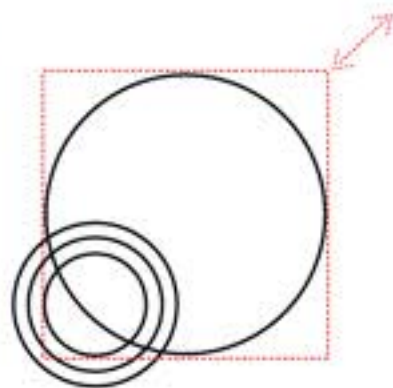
Scale one circle from the formation when using it in communication. Always scale it in proportion. Never change the size of more than one circle to highlight the topic.



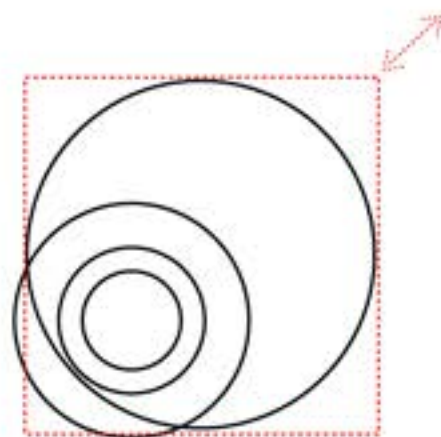
scenario 1



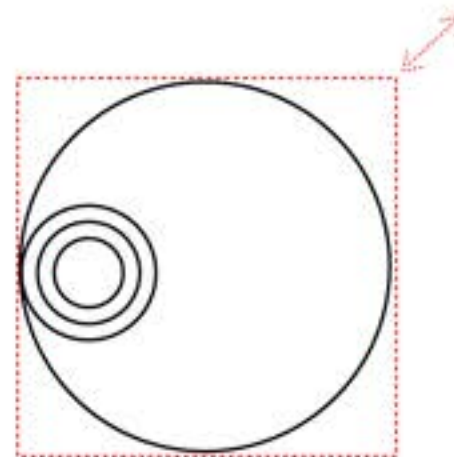
scenario 2



scenario 3



scenario 4

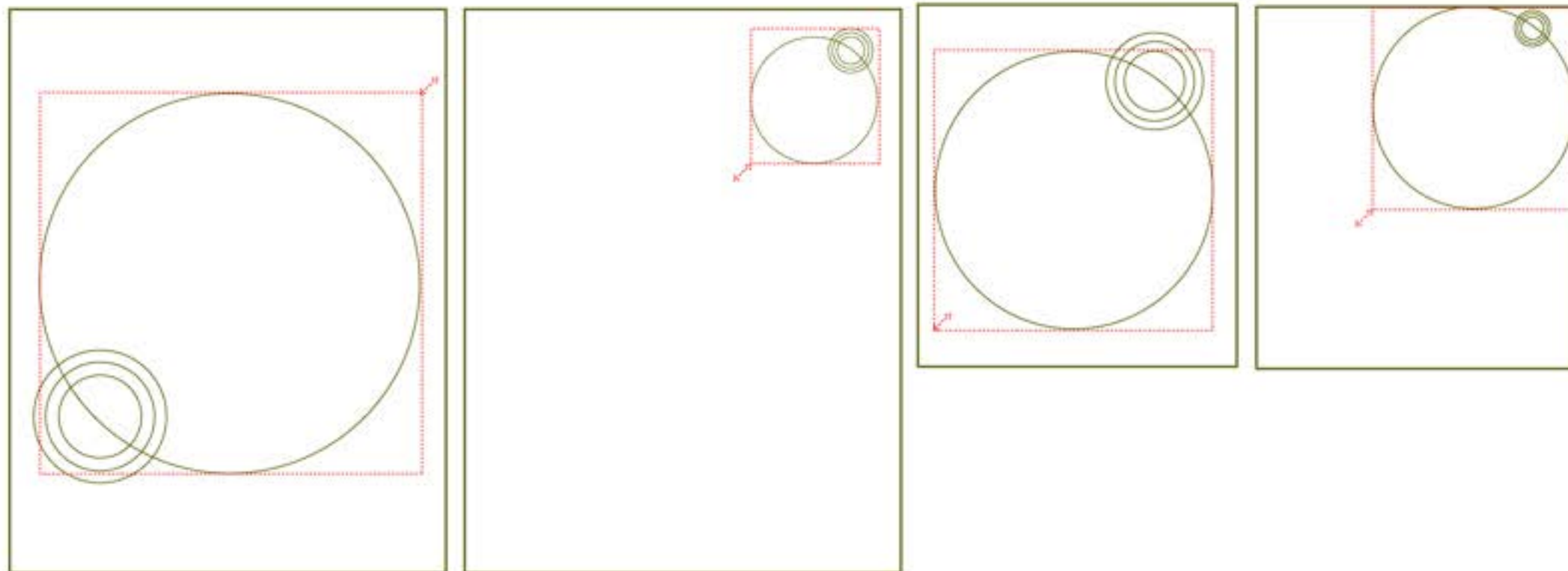


**SCALING**

Always scale circles in proportion. Only one circle comes out of the orbit to highlight the topic. Stroke size of all the circles needs to be same at all times. Feel free to scale up or scale down as per the need of the collateral.

**OTHER ELEMENTS**

Depending on the nature of the collateral, text/image/icons/illustrations can be enhanced. Make sure that at least one element interacts with the circle template.



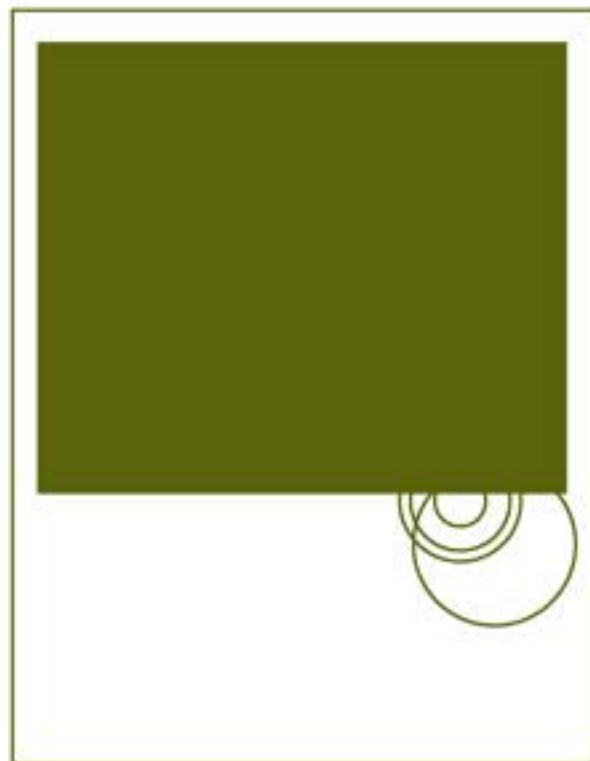


**SCALING**

When using the roundel with the square/rectangle, make sure it intersects with the shape. Always scale circles in proportion. Only one circle comes out of the shape to highlight the topic. Stroke size of all the circles needs to be the same at all times. Feel free to scale up or scale down as per the need of the collateral.

**OTHER ELEMENTS**

Depending on the nature of the collateral, text/image/icons/illustrations can be enhanced.





HORIZONTAL

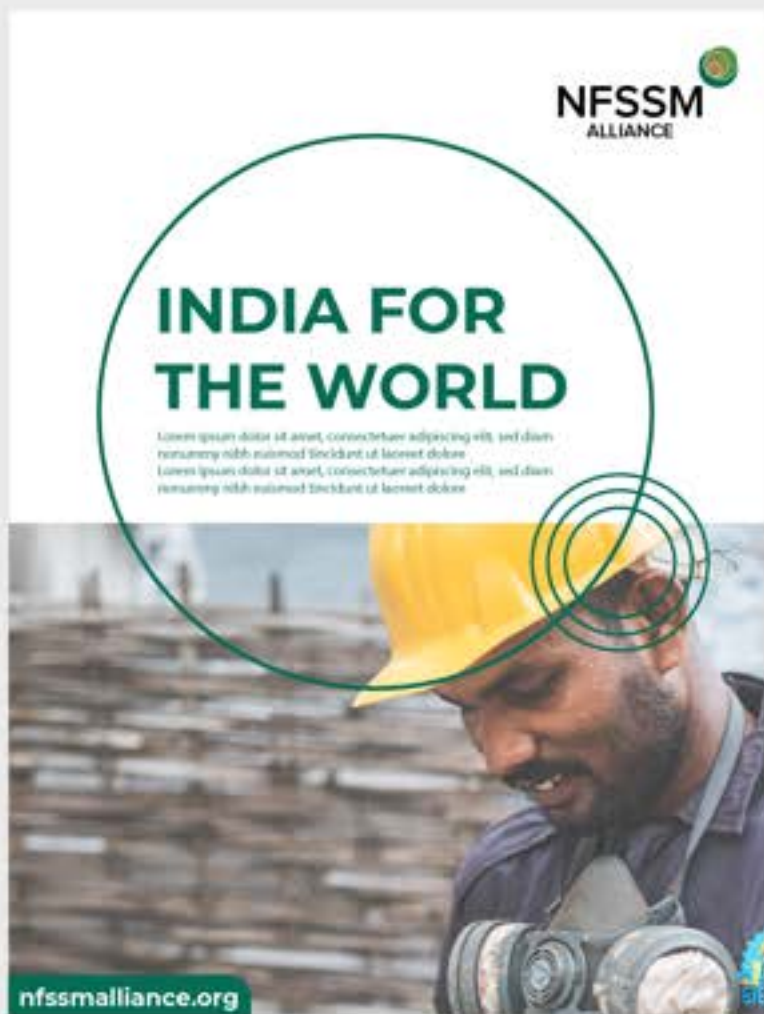


VERTICAL

# **COMMUNICATION TEMPLATES APPLICATION**

---





Template in white. Green colour to highlight the messaging.



Template in white. Main picture used as inset in the main circle.



Template in black. Picture touching two sides of the medium.

COMMUNICATION TEMPLATES  
(SECONDARY COLOUR AS BACKGROUND)



A cut-out with the circles. Yellow used to highlight the subject



Secondary green colour as the back ground. Accent colour used for highlighting.



Template in secondary colour.



**INDIA FOR THE WORLD**

**NFSSM ALLIANCE**

Empowering India's workforce with world-class skills and training. Join the NFSSM Alliance today to unlock your potential and create a bright future for yourself and your country.



**NFSSM ALLIANCE**

**INDIA FOR THE WORLD**

place subhead here.



**NFSSM ALLIANCE**



**INDIA FOR THE WORLD**

Empowering India's workforce with world-class skills and training. Join the NFSSM Alliance today to unlock your potential and create a bright future for yourself and your country.

[nfssmalliance.org](http://nfssmalliance.org)

COMMUNICATION TEMPLATES  
(Example with image)





BANNER TEMPLATE  
MOCKUP  
(with image)





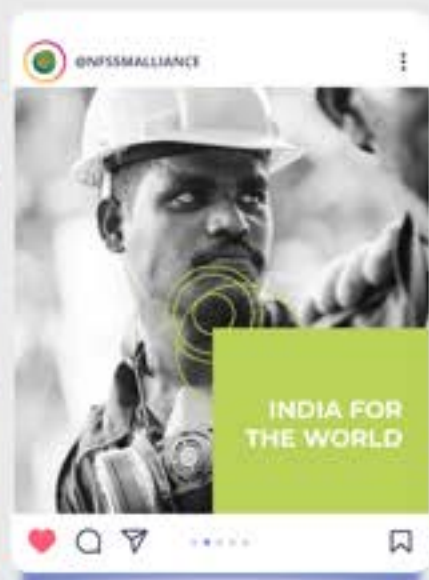
**STRAPLINE USAGE:**  
Use the strapline where it is the primary communication in a collateral, do not use it if there are key pieces of information which are more pertinent and important to be received by people than our strapline.



SOCIAL MEDIA TEMPLATES



Template in secondary gradient.



Template with B/W image



Template on white background with accent colours



Template with half and half division



Template with gradient and cutout image

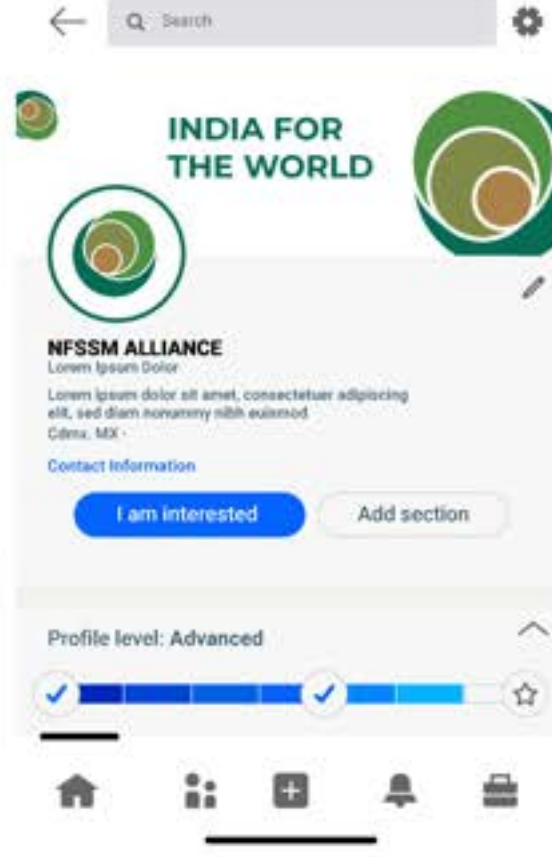


SOCIAL MEDIA TEMPLATES

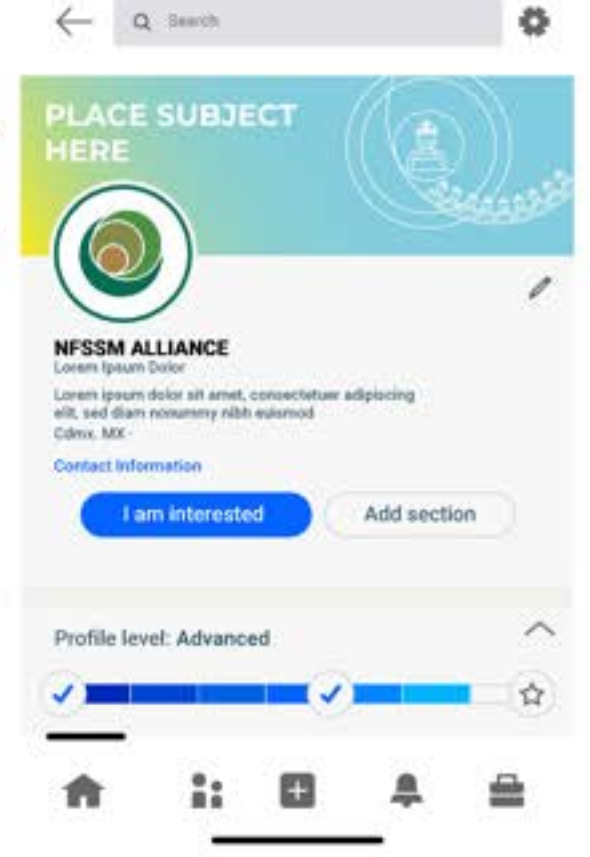
DISPLAY PICTURE



If using gradient as a background, use single colour roundel for maximum contrast.



BANNER EXAMPLE 1



BANNER EXAMPLE 2

## WEB BANNER TEMPLATES



EG: 1



EG: 2



EG: 3



EG: 4



EG: 5





is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.



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# INDIA FOR THE WORLD

Published by:  
Arundhati Sahai



[nfssmalliance.org](http://nfssmalliance.org)

## Title

Is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

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Image description can come here.



Is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.





NFSSM  
ALLIANCE



INDIA FOR THE WORLD

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# ILLUSTRATIONS





ILLUSTRATION 1





ILLUSTRATION 2



ILLUSTRATION 3



ILLUSTRATION 4



ILLUSTRATION 5



ILLUSTRATION 6

## ILLUSTRATION PRINCIPLES

Illustration pieces should always attain high impact. Main subject/action will always be in focus and sharp, whereas backgrounds will be softer.

### Colour Scheme:

Main subject will always be the focal point.  
Background will always be in monotone.  
Pick the contrasting colour scheme.  
Eg: In the depicted illustration the background and the biggest object (wheel barrow) belong to the same colour family. Sanitation worker's uniform is in contrast to the orange palette.

### Colour Rendition:

Give the stippling effect (multiple dots) when fading any shadows out.



### Background:

Keep the background minimal. It should be considered only as a support to our main action/subject. It will always be in monotone. A hint of environment (eg: trees, birds, clouds etc) can be added to give the image depth of field.

### People:

Always maintain actual human proportions while illustrating the subject. They will always engage with the environment. If depicting sanitation workers, always use appropriate gear. When constructing the figures concentrate on the form and action and not on facial features. Bring out the starkness by giving extreme highlight and depth. Keep the figures simple.

### Object:

Always follow the life size proportions. While constructing the objects keep the drawing simple and robust for maximum clarity and impact.

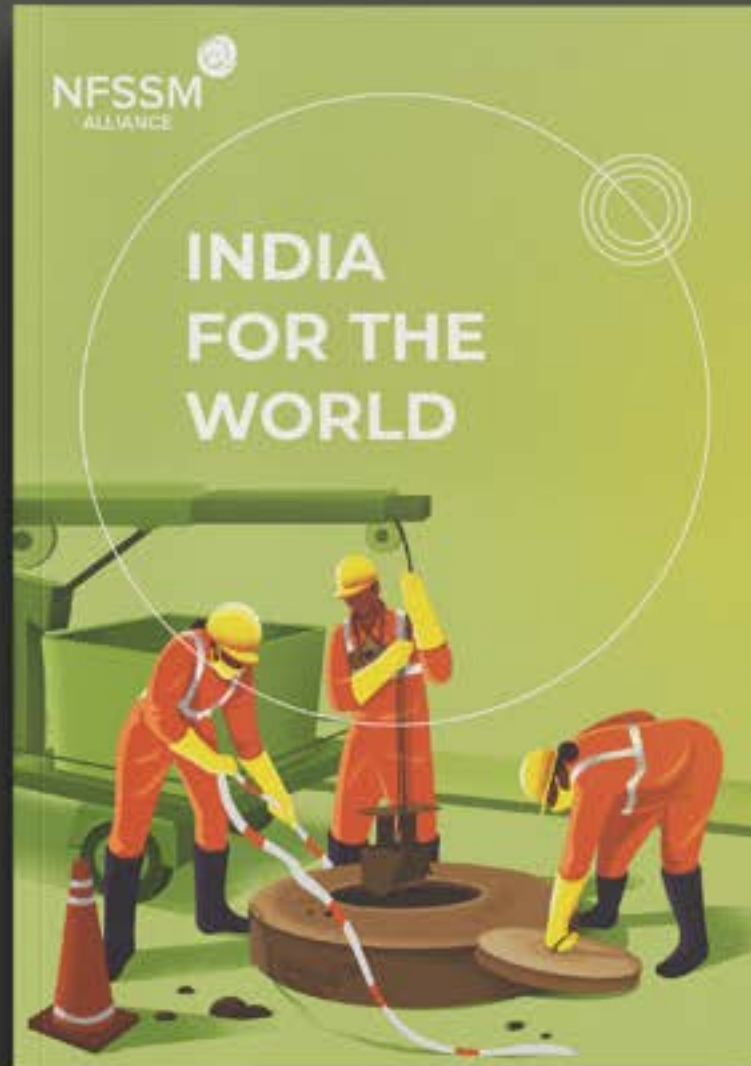
# EXAMPLES OF ILLUSTRATION USAGE

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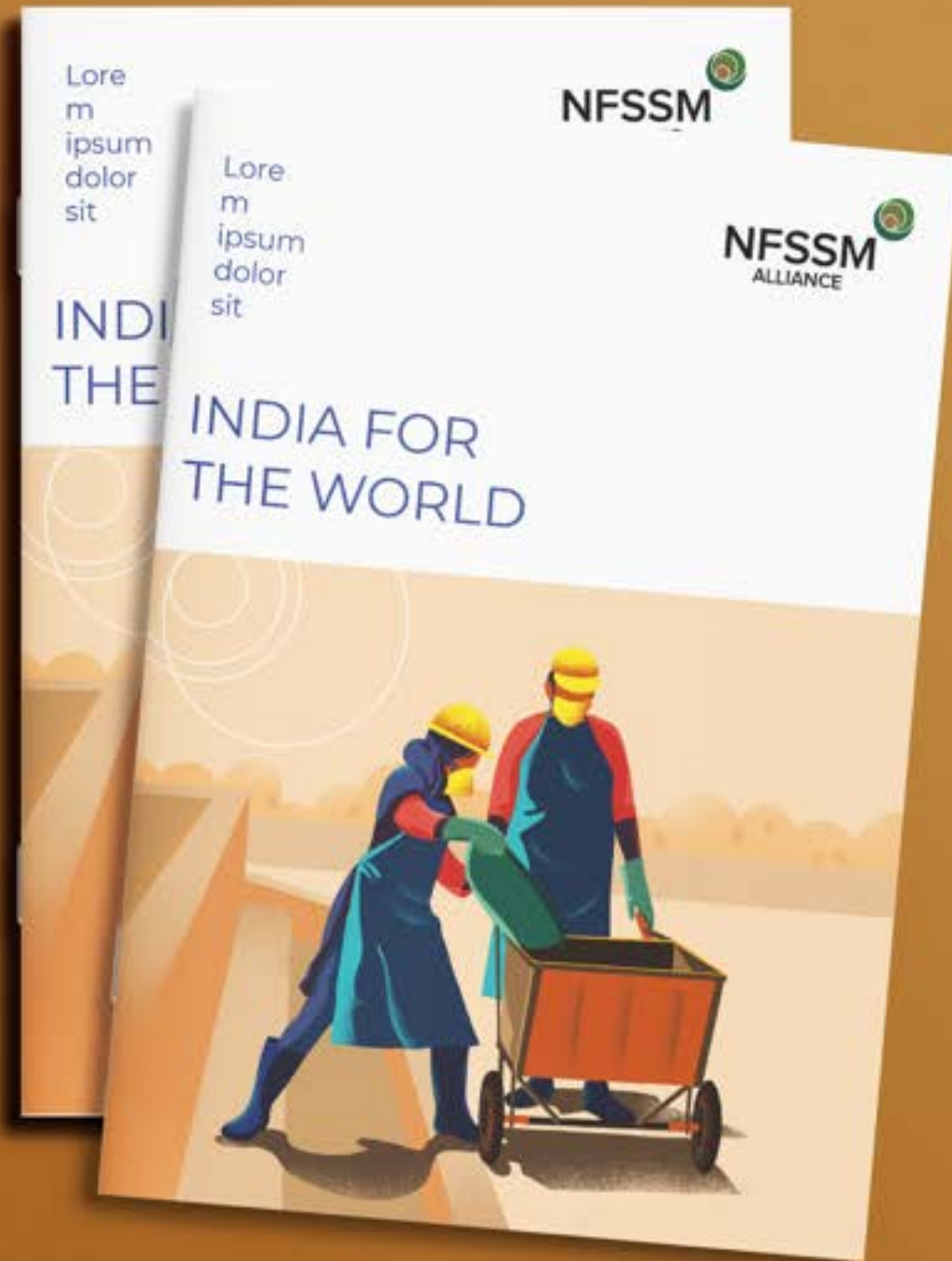




ILLUSTRATION IN  
COMMUNICATION  
TEMPLATES



VIDEO






## BRAND KIT



**NFSSM**  
ALLIANCE



E: [secretariat@nfssa.org](mailto:secretariat@nfssa.org)  
Ph: 022 6220 0400  
www.nfssmalliance.org

**Meera  
Mehta**




Steering Committee,  
NFSSM Alliance




[meeramta@coapt.ac.in](mailto:meeramta@coapt.ac.in)

**NFSSM**  
ALLIANCE




E: [secretariat@nfssa.org](mailto:secretariat@nfssa.org)  
Ph: 022 6220 0400

**Srikanth  
Viswanathan**



Steering Committee,  
NFSSM Alliance



**NFSSM**  
ALLIANCE




E: [secretariat@nfssa.org](mailto:secretariat@nfssa.org)  
Ph: 022 6220 0400  
www.nfssmalliance.org

**Sakshi  
Gudwani**



Steering Committee,  
NFSSM Alliance



[sakshigudwani@guestbunkson.org](mailto:sakshigudwani@guestbunkson.org)

**NFSSM**  
ALLIANCE



To,  
Lorem Ipsum.

It is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'Lorem Ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Warm regards,



[nfssmalliance.org](mailto:nfssmalliance.org) ☎ +91 22 6220 0400  
✉ [nfssa@nfssa.org](mailto:nfssa@nfssa.org)

F1, 3rd Floor, Laxmi Wadgaonkar Bldg,  
Opposite CDA Shale, 11th Lane,  
Off Dr. E. M. Jeeva Road, Marolundhi (West),  
Mumbai-400017

**NFSSM**  
ALLIANCE



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Mumbai-400017



**NFSSM**  
ALLIANCE





## EMAIL SIGNATURE BADGE

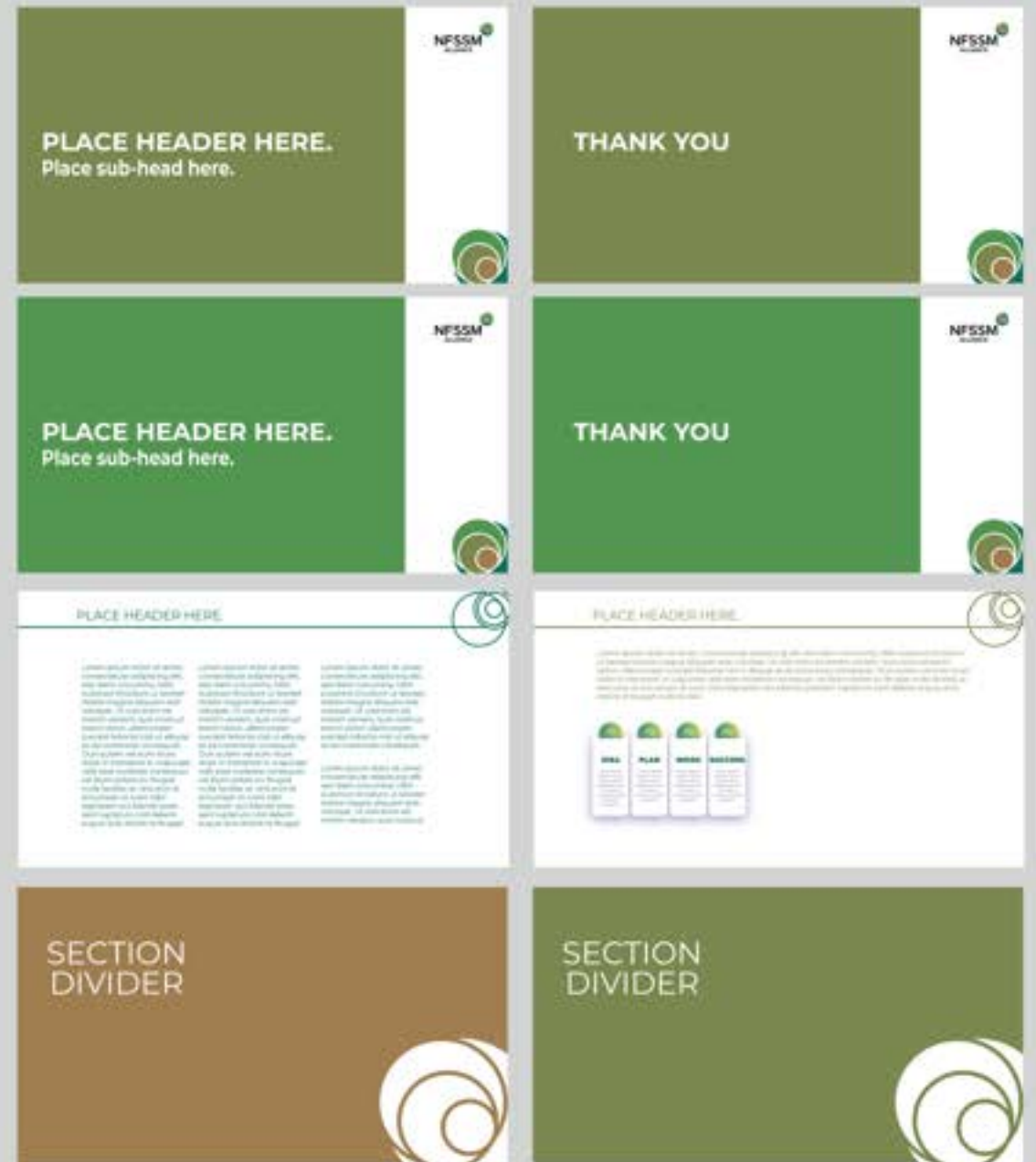
The Email signature tag should be preceded by the below details:

Name

Organization Name

Organization Role







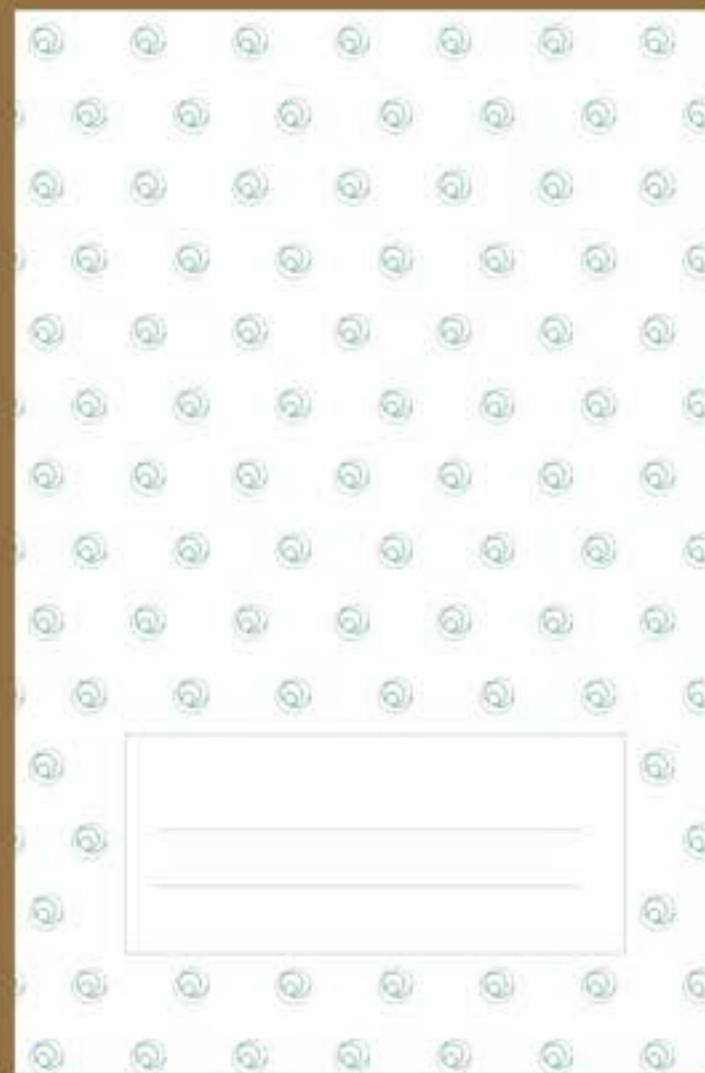
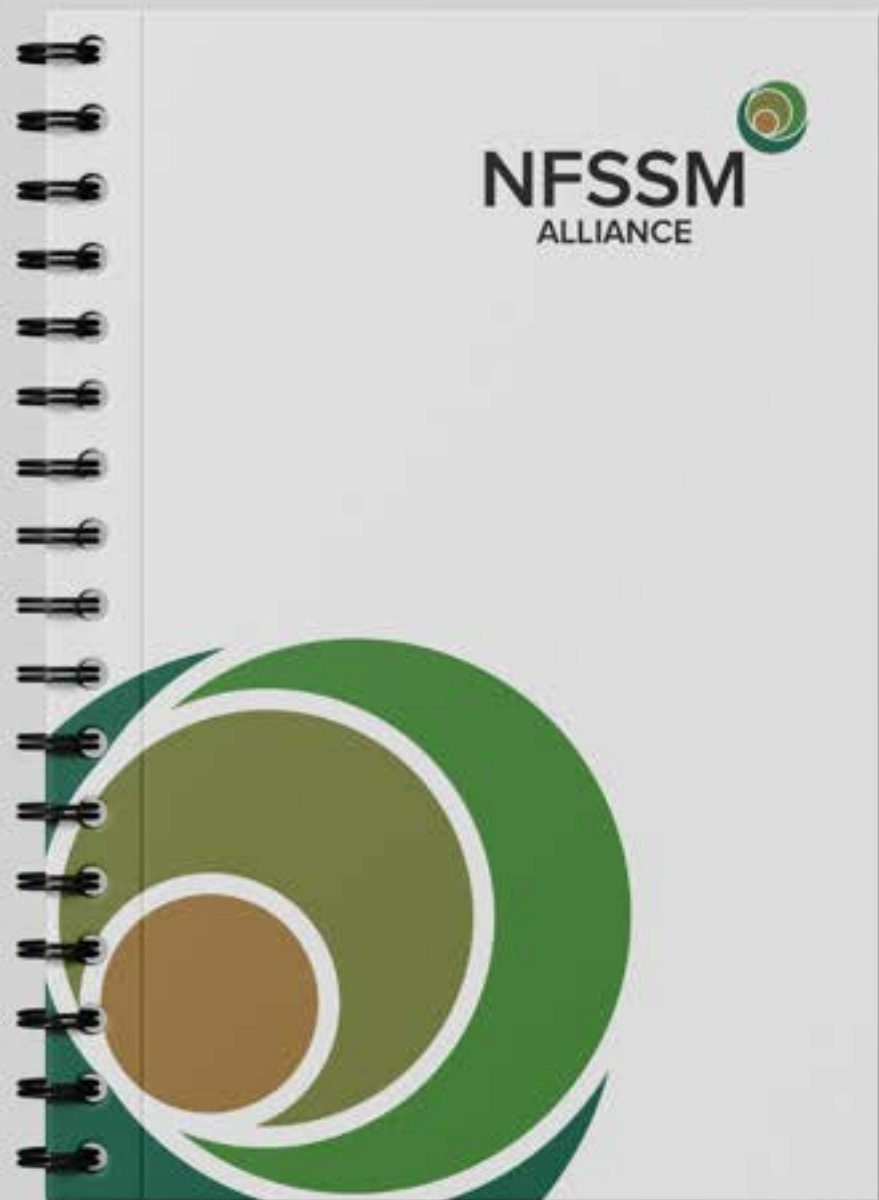




**NFSSM**  
ALLIANCE

PLACE TEXT HERE

NOTEBOOK COVER  
AND INSIDE PAGE









## VOICE AND TONE



# VOICE

Being consistent is of utmost importance, considering our diverse audiences and distinct communication needs. As a thought leader, we always need to ensure that our brand has a unified voice, but a variable tone to address the need of the communication.

## ACTION-ORIENTED

As a group of experts we have the ability to channel various degrees of expertise to bring alive the issues at hand and prompt urgent action. The primary focus of our communication should be seeking action, demonstrating action or highlighting the benefits of taking action.

## AGILE

The internet has changed the way we read and absorb information, to create the right impact with people, we need to be direct and to the point in our communication. We avoid lengthy copy and make sure we communicate efficiently. Every word in every sentence has a job to do, if it's not working hard, remove it.

## COLLABORATIVE

Our ability to bring a group of diverse stakeholders together depends on making our communication as impactful and inspiring as possible. We must always remember that we are respected as an alliance because of our ability to have a measured and unified opinion that comes from a group of experts in diverse fields and capacities.

So every piece of communication, whether it is to seek action, collaboration, explaining the consequences of inaction or showcase achievements, should be through a collective lens and we must remember to celebrate each member's achievements as if they were are own.

# TONE



## INSIGHTFUL

We always strive to find newer ways of inspiring, informing, and empowering our audiences, by sharing relevant data, stories that make us human, and eye-opening evidence.

## CLEAR

Engagement only comes with clarity and understanding. As experts, we never hide behind confusing jargon, we always engage with clarity and understanding.

## EMPATHETIC

To inspire collective action from multiple stakeholders, our communication needs to connect at a human level.

# TIPS AND GUIDELINES FOR WRITING FOR US

1

## Find the balance between stiff and laid-back

We deal with a lot of serious topics that deserve to be treated with the necessary gravity but we need to be human as well, write as you would to a friend but avoid specific lingo unless it serves a particular purpose.

2

## Know your audience

Always ask yourself who you're writing for, if you're writing for the world at large, be clear, use as little jargon as possible, be memorable and get to the point of the communication. It is imperative to always remember, that they rarely think of sanitation in their daily lives so we must write with the intent to make them understand its importance.

If you're talking primarily to investors, let your tone be clear, be insightful, put numbers in perspective, and be clear about what you're asking them for.

For government stakeholders, approach with the level of detail they would appreciate, always remember to summarize and bring key action points and achievements to the fore.

3

## Capture intrigue but don't be clickbaity

There is a clear difference in lighting the flame of curiosity and resorting to clickbait titles that leave readers and viewers disappointed and angry.

4

## Inspire Empathy

What we do at the alliance affects millions of people throughout the country, put the numbers into perspective, do the math for people and always try to put a human face to the issues.

5

## Lead them to action

You have their attention, now be clear about what you want them to do, Do you want them to visit the website, donate their time and effort, spread the word? Capitalize on attention and take them to the next step.

# **EXAMPLES OF KEY STRATEGIC MESSAGES**

---



**SAFE  
SANITATION  
MAKES US  
STRONGER  
TOGETHER.**

Bold, impactful headlines should always be backed up with the necessary impactful evidence. Through this we come across as both an authority on the subject as well as a treasure trove on information.



**WOULD YOU  
DRINK THIS?**

**TOGETHER  
WE WILL.**



**SINNAR KI  
SANITATION  
KAHANI.**

**PRACTITIONER  
ALERT.**

**#CelebratingChampions**

**30% IS  
NOT  
ENOUGH.**

**THE  
SANITATION  
ICEBERG.**

**BACK  
TO  
THE  
FRONT.**

**TELL ME  
WHY-**

**SLUDGE, SEPTAGE,  
AND SEWAGE ARE  
ALL DIFFERENT?**

# ISE BREAKERS.

When we are creating intellectual content properties, the first thing to keep in mind is that they be both sticky and create intrigue for the viewer/reader. Find the twist/device that with the right context (both visual and through sub copy) brings the idea truly alive.



LIQUID  
GOLD

Treat all headlines with the intent to create further engagement/viewing/reading. Provide the necessary context through either visual devices or a sub-headline that resolves the intrigue and creates further connection depending on the objective.

---

[nfssmalliance.org](http://nfssmalliance.org)

