

pennyappeal

# BRAND BOOK

GUIDING PRINCIPLES FOR OUR BRAND,  
VISUAL IDENTITY AND TONE OF VOICE

pennyappeal

Guiding principles for our brand visual identity and tone of voice

BRAND

BOOK

## 01. INTRODUCTION

Purpose of our Brand Book  
How to use our Brand Book

## 02. BRAND POSITIONING

Our Story  
Our Vision and Mission  
Our Values  
Our Uniqueness / Strengths  
Our Personality  
Our Target audience  
Religious, Cultural and Ethical Guidelines  
Safeguarding Policy  
Brand Family Tree  
Our Fruits

## 03. BRAND LANGUAGE

Our Look  
A. Identity Background  
B. Brand Overview  
C. Design Spectrum

Our Voice  
A. Naming Conventions  
B. Tone Overview  
C. Messaging Spectrum

## 04. VISUAL ELEMENTS

Logo  
Colour  
Typography  
Photography  
Layout  
Graphics  
Illustrations  
Icons

## 05. TONAL ELEMENTS

Channel Specifics  
A. Instagram  
B. Facebook/Twitter/Linked In  
C. TikTok  
D. Broadcast  
E. Mailer  
F. Email  
G. SMS  
H. Webpage  
I. Islamic Terminology

## 06. BRAND IN ACTION

Core Deliverables  
Document Templates  
Emergency Appeals  
Appeals  
Team Orange  
Brand Family Tree

## 07. RESOURCES

Artwork Assets  
Key Messaging Documents  
Accessibility  
Contact

01.

Salaam and welcome to our brand book.

Informed and guided by our vision and mission, it encapsulates all there is to our brand values and is here to help us all in serving our donors, partners and beneficiaries.

# INTRODUCTION



## PURPOSE OF OUR BRAND BOOK

OUR BRAND  
IS PRECIOUS  
BECAUSE OF THE  
PEOPLE IT SERVES.

The purpose of our brand book is to guide, empower and protect the Big Difference we all make across the organisation. It has been developed and produced for use by Penny Appeal staff, consultants and partners who produce any form of communication for us.

# HOW TO USE OUR BRAND BOOK



Our brand book is here to help our staff, consultants and partners to protect our brand quality and to deliver professional internal and external communication materials, communicating effectively with a consistent and cohesive brand language both in, tone of voice and visual look.

The best way to use this book is as an interactive PDF. There are links and interactive elements to help the user find exactly which assets they need to help them produce communication materials.

For any questions about our look,  
please contact:

Wasim Khalfey  
[wasim.khalfey@pennyappeal.org](mailto:wasim.khalfey@pennyappeal.org)

For any questions about our voice,  
please contact:

Ahmad Bostan  
[ahmad.bostan@pennyappeal.org](mailto:ahmad.bostan@pennyappeal.org)

02.

# BRAND POSITIONING

In these pages we attempt to capture the spirit of what Penny Appeal is all about. Ultimately however, the Penny Appeal brand must be experienced to be properly understood.

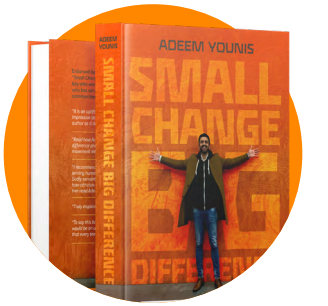
You can talk all day and night about the nature and qualities of an orange, but until you've experienced the sweet and tangy taste on your tongue, you'll never really know what it truly is!

So, have a read, get to know what we're about and feel free to ask us questions too. Most importantly, get ready to experience the inimitable Orange Way.



## OUR STORY

READ THE WHOLE STORY OF PENNY APPEAL IN OUR BOOK, WRITTEN BY OUR FOUNDER ADEEM YOUNIS



If you haven't heard already, we have a book! And if you haven't dived into the story yet, what are you waiting for?! In the meantime, allow us to give you an overview of our history with this brief synopsis of the Penny Appeal Book.

**Small Change, Big Difference:** The Penny Appeal Story was authored by our founder, Adeem Younis and delves into the secrets and struggles behind what it took to build a £100 million philanthropic movement. Struck by personal tragedy with the death of his father when he was just six years old, Adeem's story is an unlikely one, from growing up in poverty on a West Yorkshire council estate, to becoming an award-winning entrepreneur who channelled his business experience and drive into becoming a world-record smashing philanthropist.

Finding a role model in his resilient single parent mother and through the blood, sweat and tears of talented dream team, Adeem beat the odds, disrupted the charity sector, and proved first-hand how a pocket full of pennies really can help transform the world.

### Our Roots - Making Charitable Giving Affordable and Rewardable

The Penny Appeal story began in Pakistan, when a young Adeem Younis first met communities that were trapped in exceptionally difficult circumstances. He noted that what we would consider a small amount of change, the amount we might spend on a meal out, for example, would be all a family needed to break out of their desperate situation. Thus, the Penny Appeal ethos has and always will be rooted in serving the most vulnerable people. Transforming small change into a BIG difference in the lives of those who need us most.



## OUR VISION

Transform small change into a big difference for those who need us most

## OUR MISSION

Inspired by the universal values of the Islamic faith, Penny Appeal's mission is to serve all those in need at home and abroad.



## OUR VISION

*Transform small change into a BIG difference for those who need us most.*

For charities, a vision statement is both inspirational, in that it spurs us on, and aspirational in that it gives us something to work towards. In a short and snappy sentence, the vision encapsulates our collective hopes for our work and how we shape the world.

At Penny Appeal all our efforts fall under this broad banner of transforming small change into a big difference, for those who need us most. It captures our ethos of multiplying the impact of the donations we receive, while emphasising our compassionate spirit for all those in need, regardless of who they might be. This is our DNA. This is what we are about. Small Change. Big Difference. This vision should breathe life into every dimension of your work and serve as a faithful guide. Whatever we do, in whatever role we might have, all of it contributes to this broader overarching vision.



## OUR MISSION

*Inspired by the universal values of the Islamic faith, Penny Appeal's mission is to serve all those in need at home and abroad.*

Mission statements boil down the essence of why an organisation exists. Our Mission builds on our vision in giving us the beginning of a roadmap and defining the essence of what we do. It also sets out important boundaries and reflects to everyone, internally and externally, who we are.

Penny Appeal is a Muslim-led charity, deeply inspired by Islamic values and principles with the vast majority of our donors belonging to the Islamic faith. At its core, the Islamic message is one of universality, inspiring people of all walks of life to a higher calling. While emerging from and being shaped by the Islamic tradition, our work at Penny Appeal is inspired by universal values of charity, giving and service. We have been, and always will be, a charity that welcomes, embraces and values all, regardless of background. We believe our diversity is a strength and the UK provides a unique crucible for the coming together and mutual celebration of difference. We are stronger together.

Our Mission Statement also emphasises another key universal value, that of service. Every day we are honoured to be able to work on behalf of and for those in need. Service underpins all that we do, externally and internally within our own staff culture. Service is the essence, we believe, of our shared humanity.

Finally, enshrined in our Mission Statement is an important mention of Penny Appeal's work both at home and around the world. Penny Appeal began as an internationally focused humanitarian charity, serving millions globally. However, the Islamic faith places great importance on serving those in need in your immediate community, after all, charity begins at home. So, year on year we have placed a greater emphasis on our national, regional and increasingly local work in and around Wakefield.

Like our Vision, our Mission Statement belongs to everyone at the organisation. It summarises who we are as a charity and informs all about what we do.



## OUR VALUES

Since Penny Appeal was founded, there have been certain characteristics that draw us apart from others in our sector. After extensive consultation with staff and stakeholders, Penny Appeal's set of core values were distilled into 5 principles that distinguishes us and make us uniquely who we are.

These values guide and shape our work, each of us can and should be held to account on each of them. At every level, regardless of what we are doing, we should challenge ourselves and ask ourselves if what we are doing conforms to these values, if they don't, that's a perfect opportunity to review and explore what we can do better.

Armed with these values, everyone at Penny Appeal is empowered to level up the work we do, holding ourselves and our leadership to account and turning these words into living, breathing realities.

### → Teamwork Makes The Dream Work

*Invest and entrust others to play their part in breaking the cycle of poverty.*

Regardless of your role and how big Penny Appeal may grow, we are all one team and always on the same side. One person's struggle is everyone's struggle, and one person's success is everyone's success. We have big aspirations, and we recognise that we'll only get there if we trust and empower each other to be our best.

### → Live the Legacy

*Day in, day out, create lasting change rooted in sustainable development.*

Our work is about creating generational change, but not just for tomorrow, for today too. We want sustainability to be part of everything we do, at home and abroad. Humanitarian work is more than giving a man a fish, or even teaching him how to fish. What if the man is sick? Or his boat breaks? We want to challenge ourselves and our partners to think bigger and longer term in all that we do.

### → Champion the Underdog

*Leverage our diversity to strengthen our work and nurture belonging.*

Sometimes the most unexpected results come from those least expected of it. At Penny Appeal we want everyone to have the opportunity to unleash their potential and unique gifts in pursuit of serving those in need. We strive to create a culture where everyone feels like they truly belong, and we recognise we all have a part to play in making that a reality.

### → Do it the Orange way

*Bold, beautiful and unafraid to do things differently, that's Penny Appeal.*

We're proud of who we are and what we do, even if we're a little different. We always embrace innovation, approaching challenges as opportunities. We want everyone at Team Orange to feel empowered to try new things, if we fail, we fail fast, learn fast and improve fast.

### → The Right Thing, The Right Way with The Right Intentions

*Aspire to do our best and always be accountable for all we say and do.*

Here at Penny Appeal we always want to strive to do our best, in every sense of the word. This begins with having the right intentions and then setting about our work in the best way we know how. We're all human, and we all make mistakes and when (not if) that happens we take ownership of our shortcomings and use them as an opportunity to learn and be better next time.

## OUR STRENGTHS

Penny Appeal's approach to charity is unique and powerful. We are the charity that intentionally makes charitable giving affordable and according to our faith Allah the Almighty makes it incredibly rewardable.

We passionately believe a pocket full of pennies can truly transform our world and we champion the power of the smallest change making the biggest difference.

Whilst our appeals will vary, our core offering includes projects the unit cost of which are just pennies a day. For example, Orphan Kind 50p a day, Thirst Relief 83p a day, Hifz Orphan 72p a day, Open Your Eyes 16p a day and Adopt a Gran 32p a day. This philosophy which easily and in terms of the lowest common denominator explains affordability, accessibility with high impact has been fundamental in our success since our inception entering a charity sector that was already highly populated at the time.

The Prophet Muhammad (ﷺ) was not a wealthy man, but he was an extraordinary man whose message transformed the lives of millions. This acts as a constant inspiration for us as a charity, and with teamwork at the heart of everything we do, together, we are dedicated to making the most of the smallest change to make a big difference to the lives of those most in need around the world.



## OUR PERSONALITY

As we've grown over the years, much has evolved in our programming, structures, and ways of working, however what has stayed the same is our unique Penny Appeal personality.

Whether you're a staff member, donor, trustee, volunteer or supporter in any way of form, you are part of the formidable Team Orange. We are confident, energetic and emotive, always raring to go and daring to be different with our can-do attitude. Our fun, bold and innovative brand is upbeat, welcoming and ensures that whatever it is we do, we like a big splash and a lot of noise.

### Penny Appeal Belongs to You

Our charity is only as good as the people who work and volunteer for it. We encourage everyone at Penny Appeal to take ownership of the organisation, if something isn't quite right, we encourage you to be solutions-orientated and constructive as you address it. We often talk about the Penny Appeal family. Families are filled with love and joy but they're hard work too. Each of us has a role in contributing to the family and remember, together, our small change will add up to a BIG difference!



## TARGET AUDIENCE

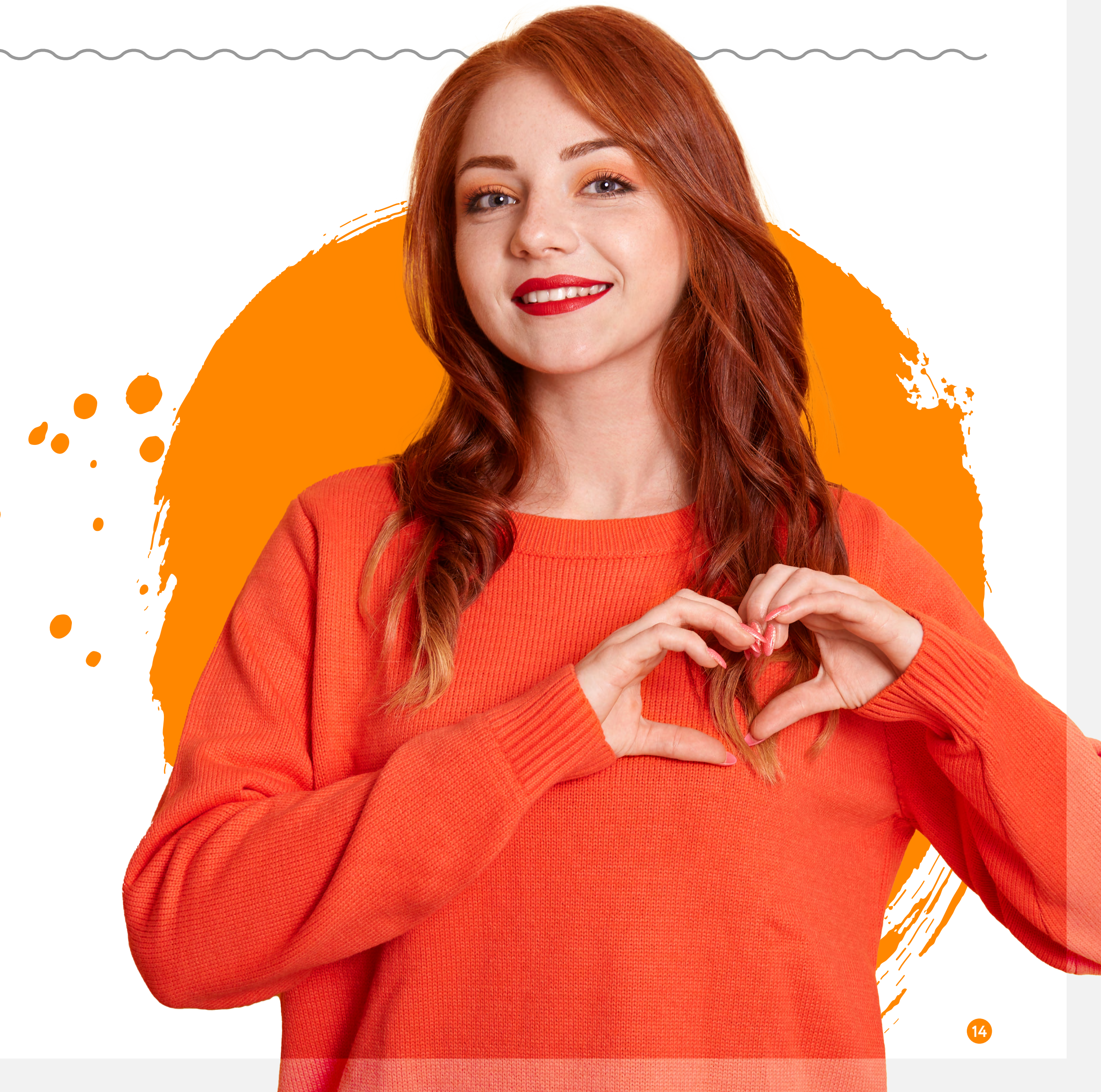
The success of Penny Appeal can be attributed to our ability to be multi-contextual and speak to different audiences at the same time.

Our language is intentionally inclusive, and our Marketing and Communications teams walk a tight rope of both catering to, but also stretching and pushing the horizons of our audiences.

That being said, our principal audience is British Muslims, of employment age, who are connected in some way or form to their Muslim identity. These are our donors. The wider Muslim community, perhaps a little more loosely attached to their Muslim identity, is our secondary audience.

Our events cater for both young and old and for those hailing from different socio-economic backgrounds. We seek to embody the highest principles of our Islamic faith and lean on religious motifs and language to inspire and move our supporters to give generously towards our appeals.

Thus, it is essential that we maintain a meaningful connection to and nurture deep roots into the diverse Muslim communities of the UK. While older (40- to 60-year-olds) tend to give more, our experience has been that the better we cater authentically for younger audiences, the better reputation we develop amongst older audiences who see us reaching the generation they struggle to reach themselves.



## ETHICAL GUIDELINES

The essence of the Islamic faith is to call us to realise our highest human potential. Part of that call is about giving back and serving those in need. This is why Penny Appeal exists, to make charitable giving rewardable and affordable. A pocket full of pennies, diligently and strategically spent, really can transform our world.

### By Us. For Everyone

We are unapologetic and unabashed in confidently referring to the deep inspiration we draw from our Islamic faith.

Our understanding of normative, traditional Islam is that is a way of life that is, by its very nature, open and inclusive to people from all walks of life. We are a big tent faith, and everyone is welcome.

We respect diversity in all its forms including the rich diversity within Muslim communities, the most ethnically diverse religious community in our country.

Our language is always respectful and inclusive of for both non-Muslims and Muslims, as well as the inter-community ethnic and sectarian lines.

Simply put, we are charity by Muslims, for everyone.



# ETHICAL GUIDELINES

---

## Understanding Islam

It is essential that the Penny Appeal brand never deviates from what would be considered Islamic orthodoxy.

Given our principal donor base in British Muslims who identify with their faith, you can understand how important it is that our organisation is deeply rooted in the Islamic tradition. Our branding and marketing always reflect this and we draw from the deep well of values, stories, and ethics that our faith provides.

Our rootedness in tradition, and understanding of our boundaries and limitations, also gives us the confidence to be creative and innovative within the framework our faith has set out. Penny Appeal has been known for our creative and contemporary style which seeks to make faith relevant and engaging with the time, place

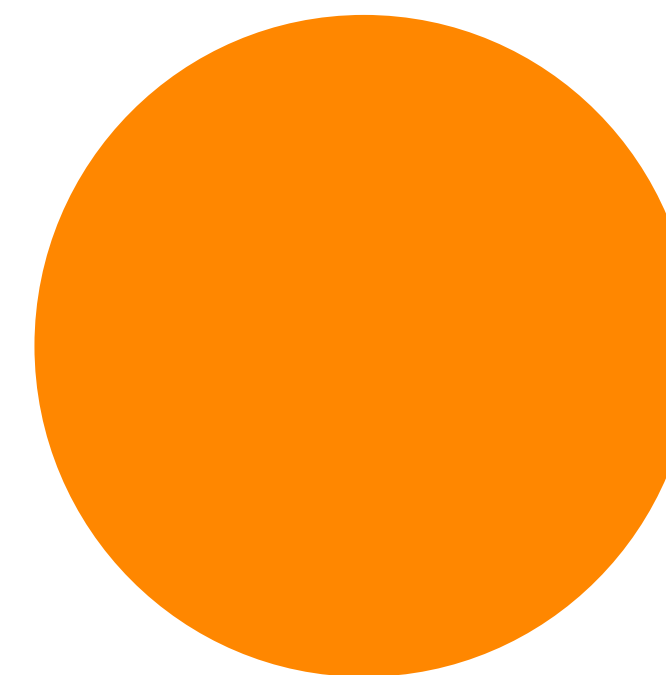
Whether you are familiar or unfamiliar with the Islamic faith we invite you to access one of our outstanding Penny Appeal Islam Awareness sessions, as well as expand your own knowledge by research and reading. Our leadership team genuinely love and welcome questions and even challenge, especially when done in the spirit of mutual learning and understanding. Remember there is no such thing as a silly question – in order to be better stewards of our vision, it is essential we have an ever-deepening understanding of the Islamic faith.

## Respecting Boundaries

With our rootedness in the Islamic tradition, comes a commitment to the cultural sensitivities that are normative within Muslim communities. This touches on sectarianism, gender dynamics, leadership, language, food and more.

You will get an overview of respecting Islamic boundaries during the Islam Awareness' session you attend. Nonetheless, here are a few important rules to remember:

- Avoid physical contact between genders
- Try not to consume pork while in the office or amongst Muslims
- Hold your Muslim colleagues to a high account in their language and character
- Remember – if in doubt, just ask!





## ETHICAL GUIDELINES

### Why Muslims Do What They Do?

We are taught in the Islamic tradition that every human being shares in an innate nobility. God says: “*We have honoured the children of Adam*” (Qur’an 17:70) - when we look to our beneficiaries, those people around the world and at home, that we serve, we see individuals and communities that face insurmountable challenges

They have the will, the wit, and the wisdom to transform their circumstances, however, they simply lack the opportunity. Our help is not a hand-out, but a hand up, a sustainable route out of poverty for good.

The Prophet Muhammad ﷺ was the most benevolent of humankind. He taught us that we all have a responsibility towards the poor, the oppressed, the weak and the infirm. At Penny Appeal, there is no such thing as a small donation, because for someone in need, our small change could make a big difference in their lives. Imagine what world we could build if we all made a small change? To do a little more, to care a little more and to give a little more too.



## SAFEGUARDING POLICY

Penny Appeal has a commitment to continuously improving safeguarding processes and has a culture of vigilance and awareness. In addition, our zero tolerance approach to breaches of our safeguarding policies means that we will thoroughly investigate all alleged breaches.

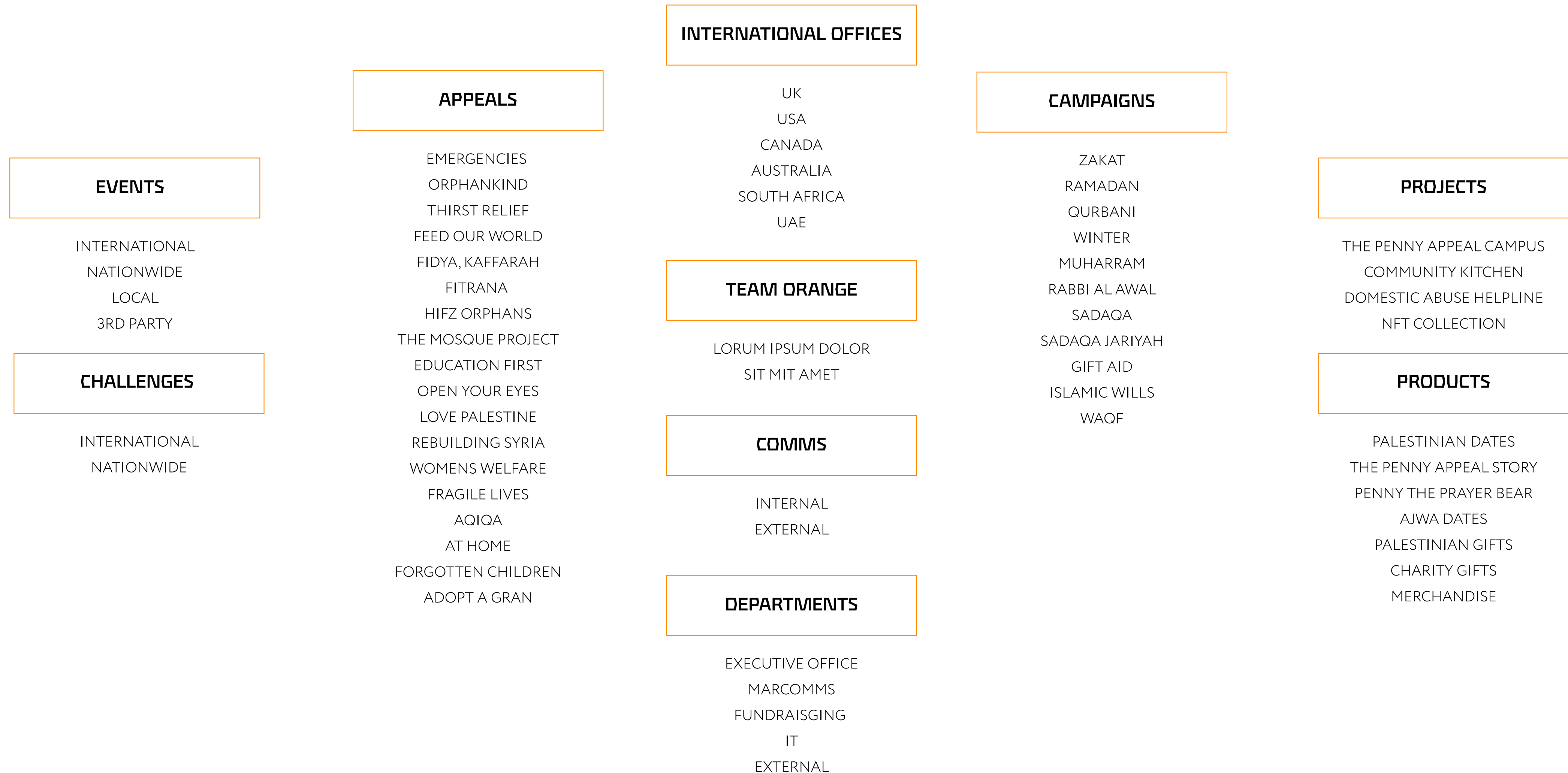
Some of our staff and volunteers carry out roles that require them to work with people who are considered to be at higher risk of harm, including children and adults at risk. Our vetting process for staff, volunteers and consultants includes the appropriate background checks, interviews and a Disclosure and Barring Service (DBS) check, where relevant. All staff undertake an online safeguarding course and those with a front-facing role, attend a comprehensive, in-house safeguarding training session. We continuously monitor guidance from Government, the Charity Commission, BOND and SAFEcic on procedures and protocols for safeguarding.

If you are a member of staff, volunteer, donor or beneficiary, you can confidentially report a safeguarding concern by emailing: [safeguarding@pennyappeal.org](mailto:safeguarding@pennyappeal.org) or by phoning +44 3000 11 11 11

All calls will be treated in the strictest of confidence.



# BRAND FAMILY TREE



## OUR FRUITS - THE WORK WE DO

Small Change. Big Difference. This is what we have been doing, day in and day out, around the world, and at home, since our founding in 2009.

Channelling the generosity of our donors into dignifying the lives of the people we seek to help, Penny Appeal's core programmes have evolved over the years and include, but are not limited to:

Each of these appeals and the additional ones listed on our website have been carefully designed to disrupt each dimension of the poverty cycle, thus providing a sustainable and evidence-based methodology to our interventions.



Comprehensive care for orphaned, vulnerable children and their families



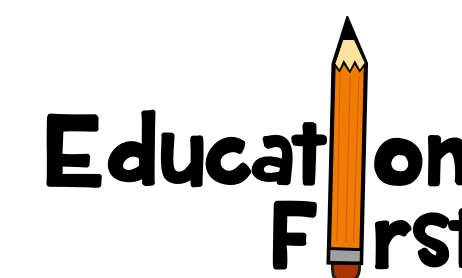
An orphan programme including memorisation of the Qur'an



Tackling water impoverishment in all its manifestations



Honouring communities with their own place of worship



Giving those in need a route out of poverty



Rapidly responding when disaster strikes



Cuptatiae in re velitin reium reptatur aut ella conescium voluptat.



Cuptatiae in re velitin reium reptatur aut ella conescium voluptat.



Cuptatiae in re velitin reium reptatur aut ella conescium voluptat.

## OUR FRUITS - THE WORK WE DO

### Charity Begins at Home - Our Unique Domestic Work

Amongst the many aspects of Penny Appeal that sets us apart, especially in the Muslim-led faith sector, is our domestic portfolio which represents our ambitious and forward-thinking vision for humanitarianism, after all, charity begins at home.

We have thus twinned many of our main international appeals with domestic-sister projects, thereby affirming our serious commitment to addressing the needs at our doorstep and especially those issues that impact our primary donor community, British Muslims.

This work is layered in concentric circles, with local outreach around our HQ in Wakefield, regional work across the North of England and then National work reaching all parts of the UK.



03.

# BRAND LANGUAGE

Agnis enti tent inctur, sit odi omnimus sunt accae porro ea nonsecusda ipsum qui ipiendiorro maiost, seque et et magnatur, tecture ribusda cum iur, ex est, utae latem ad quam, volores alicitiaspis doluptibust, ut volorest as vit lamus soluptaspera invendis is sitae ditinimet ut laborep ratisimus ut volorum et optatia epudignatem quis eatur arum fuga. Ut et occum videst et pa verit alis volorio voloria qui quamet vel maiosam a suntius etureiur, cus, quis molo quam, eatur sediaecus, officium aliquodio. Ut pelenis aut omnis in es mos asime corem. Nam laccum quid excearit iuri tempora nectian ihicillit qui cum volorem dia qui opturiat demqui





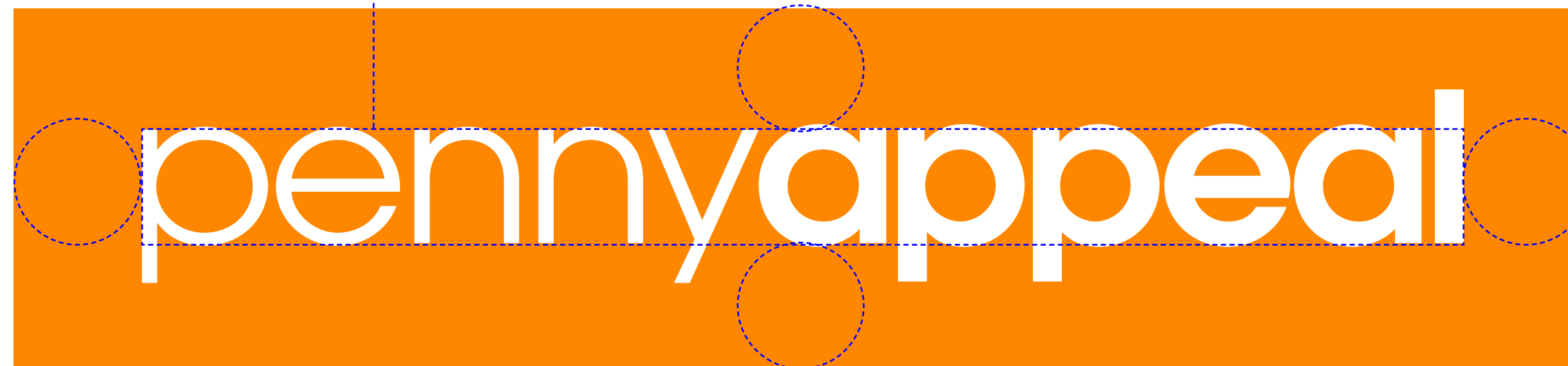
### 03. BRAND LANGUAGE

# OUR LOOK

Ed eatus, omnis aut illaciunt lamus et lantibu stotatur, omnihil eum derersp errovid emporios sime porepere latur Ovidusaes imo int qui blaccul lestest, in

# IDENTITY BACKGROUND

Our logo is clear  
and simple to read



Penny shaped  
padding to ensure  
the text is legible  
in all sizes

Orange tab is instantly  
recognisable in any format



BRAND OVERVIEW

LOGO

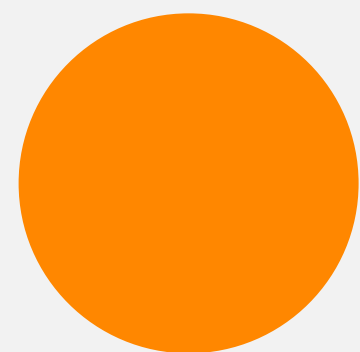


MAIN ORANGE



ALTERNATIVE

COLOUR SCHEME



PRIMARY



SECONDARY



GRADIENT

GRAPHICS



TYPOGRAPHY

**MACH PRO** COMES IN A VARIETY OF STYLES, TO GRAB SOME ATTENTION!

HEADLINES

*Beloved Script*

SCRIPT

**ACTIVE**

HANDBRUSH

**Circe** is here to deliver a clear message, to understand and action.

COPY

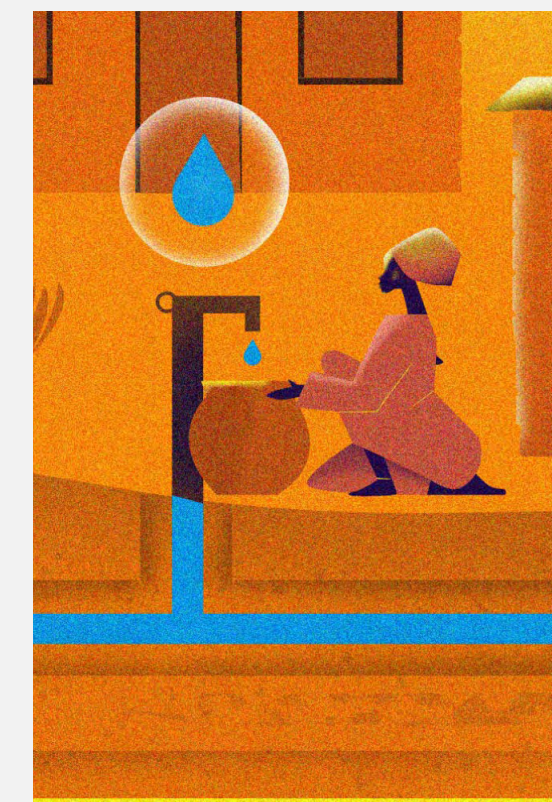
**CERA STENCIL**

ONE-OFF / APPEALS / EMERGENCY?

PHOTOGRAPHY



ILLUSTRATION



PATTERN



# DESIGN SPECTRUM

Ibus pel est venis sentur as est, tem dendis ea sitaborporum fugiant et mo omni et, to ipid que quamendel ilit, consendis autempe ritions equiatem fugit ectatas



1



2



3



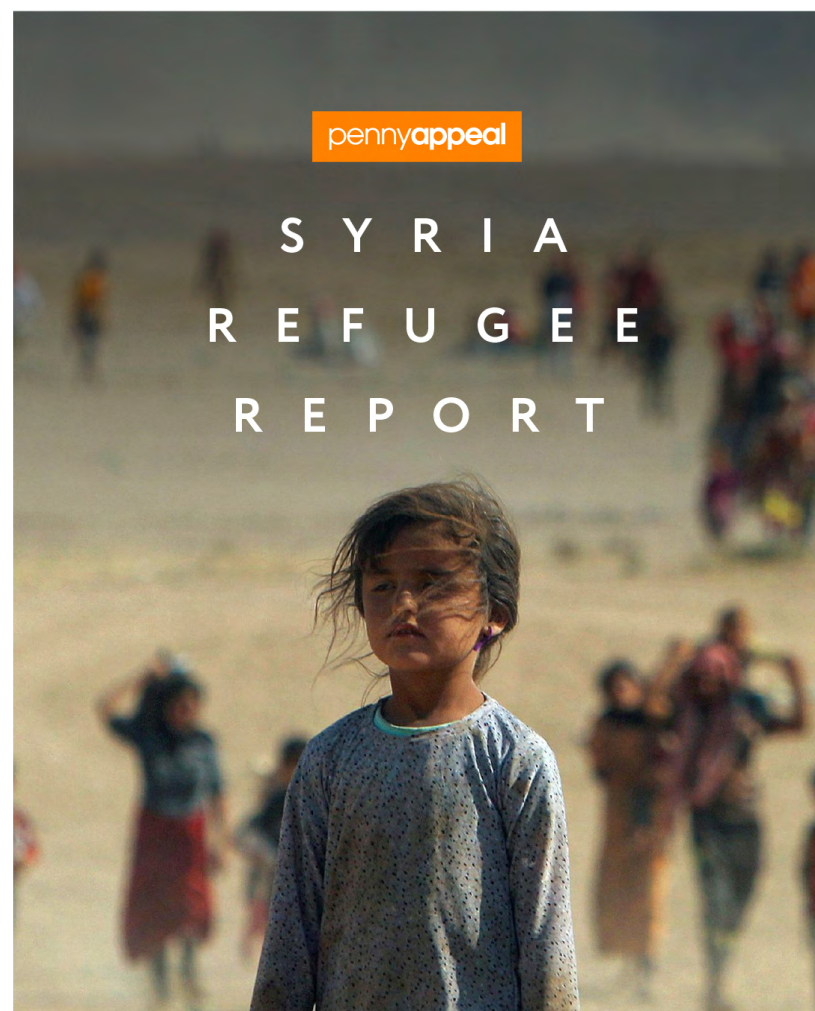
4



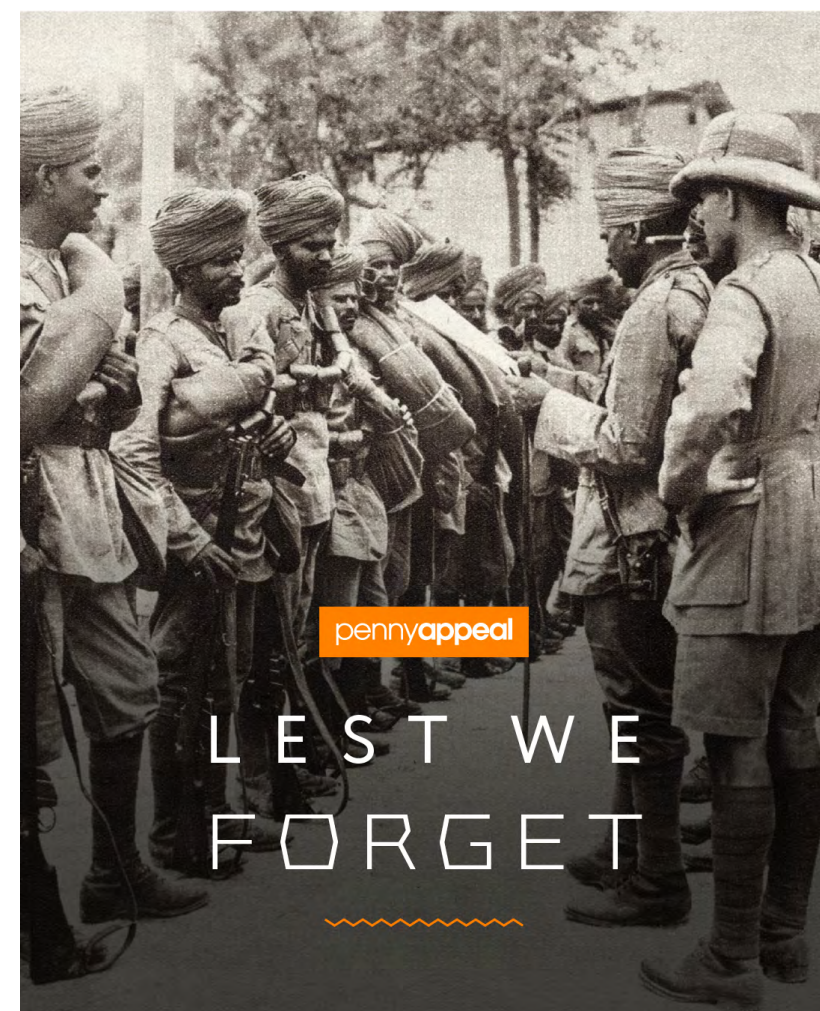
5

# DESIGN SPECTRUM

We have a design spectrum which allows our charity to communicate in the most appropriate manner for whichever subject.



1



2



3



4



5

## 03. BRAND LANGUAGE

# OUR VOICE

Ed eatus, omnis aut illaciunt lamus et lantibu  
stotatur, omnihil eum derersp errovid  
emporios sime porepere latur.

# A) NAMING CONVENTIONS

## WRITING OUR NAME

Our name should always have initial capitals on both words: *'Penny Appeal was set up in 2009 to provide poverty relief across Asia, the Middle East, and Africa.'*

Never use the abbreviation PA in the public domain. *'PA at home is supporting people here in the UK'*

Never use 'The Penny Appeal' *'Penny Appeal's events have evolved over the years'*  
*'The Penny Appeal events have evolved over the years'*

## TRANSLATIONS

You can use an approved translated version of the logo if you need to communicate in a local language.



Default logo is English



Arabic

## COUNTRY NAMES

An approved country-specific adaptation of the logo may be used for international offices bearing the Penny Appeal name.



— IN SYRIA —

## WITH MESSAGING

Please ensure that accompanying subheadings are capitalised and written in the designated font.



PRESENTS



IN PARTNERSHIP WITH

## HOW TO WRITE .ORG AND WHERE TO USE IT

Sedia voluptur atur, odit aut omniam, estis excaque pliquod isquibeatur sam re custibeatis rent



## OUR PHONE NUMBER

HOW TO WRITE IT

03000 11 11 11

HOW TO SAY IT

Zero Three Thousand, Eleven, Eleven, Eleven

*'\*03000 calls are included in any mobile minutes packages and are local rate from any landline.'*

## OUR WEBSITE

HOW TO WRITE IT

www.pennyappeal.org

pennyappeal.org

## CHARITY NUMBER

WHERE TO USE IT

Any print material must mention the charity number in some capacity.

HOW TO WRITE IT

Penny Appeal is a UK registered charity 1128341 and UK registered company 06578382.

CHARITY NO: 1128341  
OSCR REG NO: SC049025

## OUR OFFICE ADDRESS

HOW TO WRITE IT

Penny Appeal,  
Penny Appeal Campus,  
Thornes Park,  
Wakefield, WF2 8QZ

## OUR CALL TO ACTION (CTA)

HOW TO WRITE IT

DONATE NOW – £XXX per month

DONATE NOW – £XXX per month or £XXX

DONATE NOW

➤ PENNYAPPEAL.ORG 📞 03000 11 11 11

TONE OVERVIEW

Here at Penny Appeal, we are known to stand out from the crowd, complementing our bright orange branding is the **cheeky chappie** approach we take to communications, this is to ensure we keep in line with our **bold, upbeat, innovative, energetic** and **progressive** image. This allows us to ensure the language we use resonates with our predominantly young audience groups, as well as engage new audiences. These two factors should always be considered with every piece of communications, both internally and externally.

CHEEKY CHAPPIE

*“Turn learning Islam into a Salah-bration with Penny the Prayer Bear! For only £29.99, Penny will be your child’s prayer guide, mentor, and friend for life!”*

**CLEAR/DIRECT**

AVOID REPETITION  
**FLOWS NATURALLY**

SCALE OF URGENCY



*Sectur simagnatium illanis ut hicto et modia coneces que la nobit, quodit vendaec eriberum eos a dolum sit debite duciet essequatem. Mil in remporerit, suntem eatio.*

PACE



*Sectur simagnatium illanis ut hicto et modia coneces que la nobit, quodit vendaec eriberum eos a dolum sit debite duciet essequatem. Mil in remporerit, suntem eatio.*

WE ARE

|  |   |  |   |  |
|--|---|--|---|--|
| RESPECTFUL   | YOUTHFUL  | TEAMWORK   | ENERGETIC   | SUSTAINABLE CHANGE   |
| “Did you know our beloved Prophet ( ) would spend his nights praying for his ummah?” | “Our halal-arious Super Muslim Comedy Tour has come to an end, and what an exciting tour it was!” | “Team Orange puts the FUN in fundraising, giving all our volunteers a fantastic time as they set out to save lives!” | “What are you waiting for? Take a leap of faith and sign up today!” | “Our sustainable projects help people feed themselves and their families for life, transforming entire communities for generations to come.” |

WE ARE NOT

*Sectur simagnatium illanis ut hicto et modia coneces que la nobit, quodit vendaec*

# MESSAGING SPECTRUM

From urgent calls to action to celebrations of life, our messaging spans a range of expression based on context and need.



1

Ibus pel est venis sentur  
as est, tem dendis ea  
sitaborporum fugiant et.



2

Ibus pel est venis sentur  
as est, tem dendis ea  
sitaborporum fugiant et.



3

Ibus pel est venis sentur  
as est, tem dendis ea  
sitaborporum fugiant et.



4

Ibus pel est venis sentur  
as est, tem dendis ea  
sitaborporum fugiant et.



5

Ibus pel est venis sentur  
as est, tem dendis ea  
sitaborporum fugiant et.

03.

# VISUAL ELEMENTS

Eribusti utem expelic tet el mint, con ra vitintur sapiend ignimolecus, nis rest, ut dolo oditest, quibusa ndionsed ut versperi ut lam eatecerio. Nem as natibusam quaeper eperiberchil in et eius molo consed ut officio to omnis vitatemquam, ut que odis aciis aut alictae eumque et volorum hitatur? Qui beatur remquis eum restio. Nem ideribus, exeria velitiis et et et lique nume poreres debitem explam aut voluptatus et es dellaborum, quatias et, et odi dellabo. Nemoluptat. Sa culparc hiciur simus, id et perspit faccusant reniet et officab oritas rehenda ndiaepe quibus explat il is et adipsam uscilique dolorempos mos magni volut de dolor





# LOGO

MAIN LOGO · ICON + SYMBOL · INTERNATIONAL · SUB-HEADING · CLEAR ZONE · MISUSE · APPLICATION

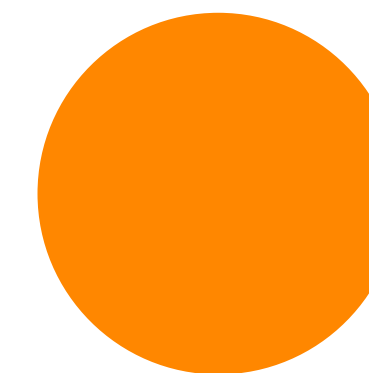
---

## MAIN LOGO



This version should be used primarily in all communications

## COLOUR



CMYK: C=0 M=60 Y=100 K=0

RGB: R:255 G:135 B:0

HEX: #FF8700 Pantone: 158C

# LOGO

MAIN LOGO · ICON + SYMBOL · INTERNATIONAL · SUB-HEADING · CLEAR ZONE · MISUSE · APPLICATION

---

## ALTERNATIVES



This version should be used when being applied on an orange background



This version should be used when vitate ipit veniatiae ium utatur molorisimust latorem

## MONOCHROME



This version should be used when vidersp eratis aut harum commo essim ullupta ectora



This version should be used when vidersp eratis aut harum commo essim ullupta ectora

# LOGO

MAIN LOGO · ICON + SYMBOL · INTERNATIONAL · SUB-HEADING · CLEAR ZONE · MISUSE · APPLICATION

---

## FAVICON



This version should be only be used when Penny Appeal is being shown in a small context, i.e. favicon

## WEBSITE

pennyappeal.org<sup>®</sup>

This version should be only be used when sandis doluptatur, ut andae omnimilia volor a con corem vendunt aut restia praturit

# LOGO

MAIN LOGO · ICON + SYMBOL · INTERNATIONAL · SUB-HEADING · CLEAR ZONE · MISUSE · APPLICATION

## AUSTRALIA

pennyappeal

AUSTRALIA

pennyappeal au

## CANADA

pennyappeal

CANADA

pennyappeal ca

pennyappeal canada

## MIDDLE EAST

pennyappeal

MIDDLE EAST

pennyappeal me

## SOUTH AFRICA

pennyappeal

SOUTH AFRICA

pennyappeal za

## USA

pennyappeal

UNITED STATES

pennyappeal usa

REMOVED?

# LOGO

MAIN LOGO · ICON + SYMBOL · INTERNATIONAL · SUB-HEADING · CLEAR ZONE · MISUSE · APPLICATION

## SHORT SUB-HEADING



PRESENTS



## LONG SUB-HEADING



IN PARTNERSHIP WITH

# LOGO

MAIN LOGO · ICON + SYMBOL · INTERNATIONAL · SUB-HEADING · CLEAR ZONE · MISUSE · APPLICATION

## CLEAR ZONE 1



This version should be used when  
sequam, quam aut alibusa cum sin

## CLEAR ZONE 2



This version should be used when  
sequam, quam aut alibusa cum sin

# LOGO



Do not modify the proportions



Do not rotate



Do not remove box



Don't use incorrect colour/s



Do not separate words



Do not change font



Do not stylise box



Do not embed image



Do not change the proportions of the box



Modify letters or positioning



Do not add a drop shadow



Outline

# LOGO

MAIN LOGO · ICON + SYMBOL · INTERNATIONAL · SUB-HEADING · CLEAR ZONE · MISUSE · APPLICATION



✘ Logo is placed over the subject's face, giving the logo too much attention and reducing the impact of the subject



✘ Logo is placed too close to the bottom, and gets lost within the composition



✔ Logo is placed in a neutral area which allows both the subject and logo to stand out



# COLOUR

## Dark Orange

CMYK: C=0 M=80 Y=100 K=0  
RGB: R=255 G=71 B=2  
HEX: #FF4702  
Pantone:

## Main Orange

CMYK: C=0 M=60 Y=100 K=0  
RGB: R=255 G=135 B=0  
HEX: #FF8700  
Pantone: 158C

## Light Orange

CMYK: C=0 M=40 Y=100 K=0  
RGB: R=255 G=178 B=2  
HEX: #FFB202  
Pantone:

## Dark Grey 1

CMYK: C=0 M=0 Y=0 K=40  
RGB: R=178 G=178 B=178  
HEX: #8B8B8B  
Pantone:

## Light Grey

CMYK: C=0 M=0 Y=0 K=5  
RGB: R=246 G=246 B=246  
HEX: #F6F6F6  
Pantone:

# TYPOGRAPHY

---

Our brand's typeface is based on two font families, both which work standalone and together to bring style and confidence to the brand whenever used.

## PRIMARY

### Circe

---

Circe™ is a geometric sans-serif with some humanist qualities. It consists of six weights from Thin to Extra Bold in both Normal and Italic styles. Circe, like the Greek goddess it is named after, is capable of metamorphosis. While being clean and simple in its basic form, Circe can become intricate and fancy with its numerous decorative glyph variations. The extensive character set provides support for almost all European languages based on Latin and Cyrillic scripts. Abundant alternates and swash variants organized in stylistic sets inspire creative design options. Circe is good for small point size paragraphs as well as for headlines and posters.

## HEADLINE

### MACH PRO

---

In FF Mach, all curved lines have been replaced by straight ones, some of which are set at angles. This results in a rather technical appearance, and one that's contemporary in feeling. The family has 18 weights, ranging from Thin to Black in Condensed, Normal, and Wide and is ideally suited for editorial and publishing, music and nightlife as well as poster and billboards. FF Mach provides advanced typographical support with features such as ligatures, case-sensitive forms, fractions, super- and subscript characters, and stylistic alternates. It comes with a complete range of figure set options – oldstyle and lining figures, each in tabular and proportional widths. As well as Latin-based languages, the typeface family also supports the Cyrillic writing system.

# TYPOGRAPHY

Circe is the primary font for all our communication.

## PRIMARY

### Circe

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

Penny Appeal was set up in 2009 to provide poverty relief across Asia, the Middle East, and Africa by offering water solutions, organising mass feedings, supporting orphan care and providing emergency food and medical aid.

Since then we have transformed lives and empowered communities around the world, helping to break the poverty cycle and build brighter futures.

Our work and our teams have grown considerably in the past few years, allowing us to launch many new campaigns and work in even more crisis-hit countries.

EXTRA BOLD

**Small Change,  
BIG DIFFERENCE**

EXTRA BOLD ITALIC

***Small Change,  
BIG DIFFERENCE***

BOLD

**Small Change,  
BIG DIFFERENCE**

BOLD ITALIC

***Small Change,  
BIG DIFFERENCE***

REGULAR

Small Change,  
BIG DIFFERENCE

REGULAR ITALIC

*Small Change,  
BIG DIFFERENCE*

LIGHT

Small Change,  
BIG DIFFERENCE

LIGHT ITALIC

*Small Change  
BIG DIFFERENCE*

EXTRA LIGHT

Small Change,  
BIG DIFFERENCE

EXTRA LIGHT ITALIC

*Small Change,  
BIG DIFFERENCE*

THIN

Small Change,  
BIG DIFFERENCE

THIN ITALIC

*Small Change,  
BIG DIFFERENCE*

# TYPOGRAPHY

Circe is the primary font for all our communication.

For a title to a document, use 'Circe Bold', with a kerning setting of 100, in all CAPS.

**WE TAKE SMALL CHANGE AND  
MAKE A BIG DIFFERENCE WITH IT.**

If there is large amount of text, we would suggest to make the first paragraph in a bigger font size. Example, if the body text is 10pt, make the first paragraph font size 20-25% larger.

Penny Appeal was set up in 2009 to provide poverty relief across Asia, the Middle East, and Africa by offering water solutions, organising mass feedings, supporting orphan care and providing emergency food and medical aid.

For the main body text, we suggest using 'Circe Light'. If the text is applied to a dark background or an image, consider using 'Circe Regular.'

Since then we have transformed lives and empowered communities around the world, helping to break the poverty cycle and build brighter futures. Our work and our teams have grown considerably in the past few years, allowing us to launch many new campaigns and work in even more crisis-hit countries.

If there's a quote within the copy, use the 'Circe Light Italic', in same font size as the initial large paragraph (detailed above).

*"We take small change and make a big difference with it."*

To end an article, or for a quote reference, use 'Circe Light', with a kerning setting of 100, in all CAPS, in the same font size as the body.

All our projects are carefully constructed and designed to be accessible and effective. They are a blend of emergency support, short-term relief and longer-term sustainable interventions. This multi-focus approach means we can save lives immediately, improve situations in the coming days and weeks, and transform communities for years to come, always giving desperate people the support they need depending on their situation.

We're reaching out to benefit the maximum number of poor and needy people, in ways that cost our donors just a bit of loose change each day.

WRITTEN BY PENNY

# TYPOGRAPHY

Mach Pro is the headline font for all our communication.

## PRIMARY

### MACH PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**OFFERING WATER  
SOLUTIONS WORLDWIDE.**

CONDENSED BLACK

**SMALL CHANGE,  
BIG DIFFERENCE**

BLACK

**SMALL CHANGE,  
BIG DIFFERENCE**

WIDE BLACK

**SMALL CHANGE,  
BIG DIFFERENCE**

CONDENSED BOLD

**SMALL CHANGE,  
BIG DIFFERENCE**

BOLD

**SMALL CHANGE,  
BIG DIFFERENCE**

WIDE BOLD

**SMALL CHANGE,  
BIG DIFFERENCE**

CONDENSED MEDIUM

**SMALL CHANGE,  
BIG DIFFERENCE**

MEDIUM

**SMALL CHANGE,  
BIG DIFFERENCE**

WIDE MEDIUM

**SMALL CHANGE,  
BIG DIFFERENCE**

CONDENSED REGULAR

**SMALL CHANGE,  
BIG DIFFERENCE**

REGULAR

**SMALL CHANGE,  
BIG DIFFERENCE**

WIDE REGULAR

**SMALL CHANGE,  
BIG DIFFERENCE**

CONDENSED LIGHT

**SMALL CHANGE,  
BIG DIFFERENCE**

LIGHT

**SMALL CHANGE,  
BIG DIFFERENCE**

WIDE LIGHT

**SMALL CHANGE,  
BIG DIFFERENCE**

CONDENSED THIN

**SMALL CHANGE,  
BIG DIFFERENCE**

THIN

**SMALL CHANGE,  
BIG DIFFERENCE**

WIDE THIN

**SMALL CHANGE,  
BIG DIFFERENCE**

## TYPOGRAPHY

Mach Pro is the headline font for all our communication.  
Only to be used in CAPITALS.

### THREE WIDTHS

You can combine three widths for small phrases. Ensure the font's weight is the same throughout.

**SMALL CHANGE  
BIG DIFFERENCE**

### TWO WIDTHS

You can combine two widths for medium phrases. Adjust the font's weight for a balanced look.

**MACH IS HERE TO SAY  
SALAAAMS!**

### ONE WIDTH

For one words to grab the donor's attention, you can use any weight and width to suit whichever context.

**HELP! CHARITY  
DONATE!**

# TYPOGRAPHY

Circe and Mach Pro can be combined in particular circumstances.

1)

Itaspers pelignati arum quam  
doluptis sapis exerspe rferis et et  
occus non repra saestis sitat.

YOU CAN USE CIRCE AND  
MACH PRO TOGETHER

2)

Itaspers pelignati arum quam  
doluptis sapis exerspe rferis et et  
occus non repra saestis sitat.

Always serve our MISSION

3)

Itaspers pelignati arum quam  
doluptis sapis exerspe rferis et et  
occus non repra saestis sitat.

WELCOME TO OUR  
MEETING

## PHOTOGRAPHY

Our images should **CAPTIVATE**  
Connect to **HEARTS**  
Move people to **ACT**  
and keep them **CONNECTED**  
They should not conceal **REALITY**  
and always serve our **MISSION**





# PHOTOGRAPHY DO'S



✓ The harsh reality, the urgency and gravity of the situation



✓ Show the person not just the problem. Their character and personality



✓ Authentic emotion and powerful expressions.



✓ Meaningful interactions



✓ Spontaneity, rich moments



✓ The wider context, the surroundings and their every day lives



✓ Show empowerment and resilience.



✓ Show progress and positive impact



✓ Our logo should remain fully visible if it's included in the shot



✓ Staff in action.

# PHOTOGRAPHY DON'TS



✗ Don't obscure faces



✗ Don't use images that don't relate to the intergrated message



✗ Don't use black and white photography unless.....



✗ Don't use images in which nothing happens



✗ Don't use poor quality imagery e.g. pixelated, blurry, over exposed, dark



✗ Don't cut out what is important to the story



✗ Shots were the camara angle is looking down on the person



✗ Don't use images that dishonour dignity, objectify and may be harmful to the contributor



✗ Are uninspiring, dull, lack emotion and do not engage the viewer



✗ Don't use images that appear staged, constructed or a demonstration for the camera

# PHOTOGRAPHY SPECTRUM



EMERGENCY



APPEALS



STORY



IMPACT



INSPIRE

# PHOTOGRAPHY



## LICENSING

Git dellupt iasint aligenet faccusamus deligenderro eos magnatis rem dolor ab iusciis id utem sinus, sae volor res si sim.

Um volor alit, si illacestrum quis audam, sitatem volum rest quia saeris ad mo optam, et assum. Git dellupt iasint aligenet faccusamus deligenderro eos magnatis rem dolor ab iusciis id utem sinus, sae volor res si sim. Um volor alit, si illacestrum quis audam, sitatem volum rest quia saeris ad mo optam, et assum.

## CAPTIONS AND CREDITS

Git dellupt iasint aligenet faccusamus deligenderro eos magnatis rem dolor ab iusciis id utem sinus, sae volor res si sim.

Um volor alit, si illacestrum quis audam, sitatem volum rest quia saeris ad mo optam, et assum. Git dellupt iasint aligenet faccusamus deligenderro eos magnatis rem dolor ab iusciis id utem sinus, sae volor res si sim. Um volor alit, si illacestrum quis audam, sitatem volum rest quia saeris ad mo optam, et assum.

## CONSENT

Git dellupt iasint aligenet faccusamus deligenderro eos magnatis rem dolor ab iusciis id utem sinus, sae volor res si sim.

Um volor alit, si illacestrum quis audam, sitatem volum rest quia saeris ad mo optam, et assum. Git dellupt iasint aligenet faccusamus deligenderro eos magnatis rem dolor ab iusciis id utem sinus, sae volor res si sim. Um volor alit, si illacestrum quis audam, sitatem volum rest quia saeris ad mo optam, et assum.

# PHOTOGRAPHY CHECKLIST

Please refer to informed consent, safeguarding and areas of sensitivity documents for full information

## BRIEF / COMMISSION

A clear and well informed brief must be provided to the photographer. They must be clear on how, what and who they need to capture. They must be clear on the art direction and any specific design guidelines. They must be provided with all the relevant documentation e.g. Safeguarding policy, Informed consent process.

## SUPPORTING INFORMATION

Try to get more information and a greater understanding of the person, their story and what they want to share.

### LEADING IMAGERY

Take into consideration the space needed for messaging within a composition

### DIVERSITY IN SUBJECTS

Where it applies ensure you capture different genders, ages and roles e.g. mothers

## GET TO KNOW THE PEOPLE

Spend time getting to know the people you are photographing. This will build comfort, trust and allow you to capture more meaningful images. It will also allow you to take pictures in their ordinary, everyday scenarios.

## INFORMED CONSENT

Spend time getting to know the people you are photographing. This will build comfort, trust and allow you to capture more meaningful images. It will also allow you to take pictures in their ordinary, everyday scenarios.

# LAYOUT



**PENNY APPEAL LOGO**

Our logo is to be placed in accordance to the design. The safe areas are used as a tool so the logo has enough space to allow it so stand out.

**APPEAL LOGO**

The appeal's logo should be prominent within any design, so the donor is aware of which appeal the design is in relation to.

**TITLE**

The title of any design should give the donor a clear message of what we're asking for.

**CALL TO ACTION**

The main call to action has to clearly be distinguished within the design for the donor to recognise and take action.

# GRAPHICS



# ILLUSTRATION





# PATTERN



# ICON



EVENTS



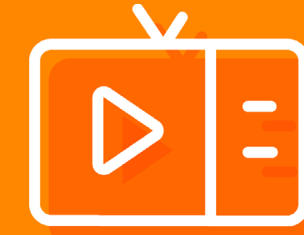
SHOP



OUR STORY



JOBS



LIVE APPEAL



EMERGENCY  
RESPONSE



PANTO



CHALLENGES



VOLUNTEERS



APPEALS



GET INVOLVED



PALESTINE



FUNDRAISING



COMMUNITY



CASE STUDIES



NEWS



VIRTUAL HAJJ



WINTER



SMCT



FIELD TRIPS



RAMADAN

05.

# TONAL ELEMENTS

Eribusti utem expelic tet el mint, con ra vitintur sapiend ignimolecus, nis rest, ut dolo oditest, quibusa ndionsed ut versperi ut lam eatecerio. Nem as natibusam quaeper eperiberchil in et eius molo consed ut officio to omnis vitatemquam, ut que odis aciis aut alictae eumque et volorum hitatur? Qui beatur remquis eum restio. Nem ideribus, exeria velitiis et et et lique nume poreres debitem explam aut voluptatus et es dellaborum, quatias et, et odi dellabo. Nemoluptat. Sa culparc hiciur simus, id et perspit faccusant reniet et officab oritas rehenda ndiaepe quibus explat il is et adipsam uscilique dolorempos mos magni volut de dolor



## CHANNEL SPECIFIC

### INSTAGRAM



The content across Instagram provides day-to-day updates about our work and our upcoming appeals/projects/events.

Images are the primary focus across Instagram, with reels recently catching up in popularity. Images should be exciting, visual, colourful, and in the case of field work/beneficiary images, they should show the positive impact of humanitarian work (smiles, warmth etc) to spotlight the positive outcomes that can be achieved through donations. The copy should complement this, and provide a brief, engaging and fun to read overview of what the post is about. Stories are the best medium for seeking click-through rates on links to donation pages.

### FACEBOOK



Facebook generally caters to a slightly older audience in comparison to Instagram and Tik Tok, which targets a much younger group.

More lengthy pieces of text (providing a more thorough overview or update on a project) work best on Facebook. Here, users are more likely to be readers and so language used should be reflective of this. Our blog posts tend to work best across Facebook.

### TWITTER

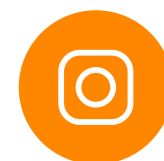


Like Facebook, Twitter targets a slightly older audience.

The content on Twitter needs to be short, sharp, snappy, and conversational; this is a platform where users like to conversate and share opinions on current matters

## CHANNEL SPECIFIC

### LINKED IN



LinkedIn has a specific purpose and should be considered when sharing all content, the users here are more drawn to big news, achievements, contacts, and connections and so language and content should be reflective of this.

### TIKTOK



TikTok involves short, concise video content.

There are two important criteria to bear in mind for content in this medium: firstly, it must be short, snappy, and attention-grabbing. Secondly, it should have a 'DIY' feel (i.e., filmed on a smartphone) – it shouldn't be as 'polished' as our YouTube content. TikTok audiences favour content by 'real' people as opposed to companies, and if a video is too professional looking it may be perceived as an advertisement and skipped by the target audience.

Successful TikTok content (primarily consumed by 'Generation Z') often employs dry, absurdist, self-referential humour. Otherwise, successful videos might include dances and other crazes that reference other TikTok trends. TikTok content is a good opportunity to employ the use of our influencers and famous faces showing 'behind the scenes' glimpses of their fun work with Penny Appeal.

### SNAPCHAT



Ibus volor maximus, omnimos dolorum versper upient parumqui solentianis eum rendign imaximinti sapicto tatenda erferio.

Bero quis namusant quatum utem nectese poresti reium et ame verferatis duntus alit lant lacestio. Namet harum excessimi, ute omnis nobis dellandionse et ut ut rem vent et eos di aut utem restrum cusciis adignatur sim est, sant, od eatis ea cus et derum ut eum quiaect otatquae eumquod molorum id evendigname officabor alia doluptat officii sitatem fugianditiam.

## CHANNEL SPECIFIC

### BROADCAST



Our live broadcast content caters to an audience who are seeking religious content, and Islamic messaging is central to the messages being aired.

This content is often targeted at predominantly mature first-generation British Muslims. Our live TV appeals are also excitable and celebratory – they evoke feelings of brotherhood and celebrate both faith and the charitable cause. Past on-air callers have included new reverts taking their Shahada live on air, and donors making Sadaqah on behalf of the presenters. The content should appeal to this audience, and employ faith-affirming, triumphant language about the impact being made around the world.

### MAIL



This piece of communications is generally targeting the more conventional audience, that typically enjoy receiving information through the post and enjoy reading.

This content should reflect this and be informative and employ useful information about the impact that has been achieved through a particular appeal. Call to actions should be accompanied by updates of the previous year's impact for the relevant appeal, to encourage donors to join our mission to provide an even larger impact in that relevant field.

### YOUTUBE



Ibus volor maximus, omnimos dolorum versper upient parumqui solentianis eum rendign imaximinti sapicto tatenda erferio.

Bero quis namusant quatum utem nectese poresti reium et ame verferatis duntus alit lant lacestio. Namet harum excessimi, ute omnis nobis dellandionse et ut ut rem vent et eos di aut utem restrum cusciis adignatur sim est, sant, od eatis ea cus et derum ut eum quiaect otatquae eumquod molorum id evendigname officabor alia doluptat officii sitatem fugianditiam.

# CHANNEL SPECIFIC

## SMS



SMS content should be limited to under 300 characters. The first line of the text should be attention-grabbing and written in capital letters where appropriate. SMS messages should include a call to action, and a link to the relevant appeals page, in a concise way and always end with the below information:

CALL 03000 11 11 11

Opt out? text HDTH to 88802

## E-MAIL



Emails should be fun and engaging and employ the use of humour to spread the message.

We are encouraged to use emojis in email subject lines to draw the audience in. Emails are intended to take the audience on a particular journey (from subject line, to body of email, to relevant appeals page) so the content must be engaging, informative and direct. Copy should give the viewer a reason to follow this click-through journey.

Email copy should be under 300 words, and should typically use the following format as a basis:

Hadith or Qur'an Quotation  
 Message 1  
 Call to action 1 with Price point  
 Heading 2  
 Message 2  
 Call to action 2 with Price point  
 End banners (other appeals, BMTV, dates, etc)

## WEBSITE



As the 'final destination' of an online donation journey, webpages should provide a comprehensive overview of a particular appeal, with clear calls to action and a strong visual element of images and videos highlighting an appeal's impact.

Webpages should not overwhelm the visitor with excessive information (this detail should be reserved for news posts etc). Rather, they should provide a hub for donors to quickly find out the top line information about an appeal (and seek out answers via the FAQs section), while encouraging donations through accessible and attractive price point buttons. Case studies of individuals who have benefitted from our appeals are useful where possible, to convey the human element of the appeal's impact.

# ISLAMIC TERMINOLOGY

## GREETINGS & PHRASES

|                     |   |
|---------------------|---|
| Assalamu Alaykum    | A greeting at the beginning of letters / messages, which literally means 'peace be upon you.' Many people also use a shortened and more casual greeting of 'Salaam.'                              |
| Wa'alaykum Assalam  | This can be said as a response to 'Assalamu Alaykum' or as a greeting at end of letters / messages.   |
| JazakAllahu Khairan | Thank you (translated meaning: May Allah give you positive reward). Often used at the end of messages, too. Some people use the more casual abbreviated 'Jzk' on social media and suchlike.       |
| Masha'Allah         | Meaning 'God has willed it.' Used after something positive, eg: 'What a beautiful child, Masha'Allah' - contextually used to avoid 'jinxing' something )  |
| Alhamdulillah       | Alhamdulillah (literally 'all praise is to God') is also used after something positive, but in a context that God is the one who actually made it happen - e.g. 'We saved a life, Alhamdulillah.' |
| Subhan'Allah        | Used when praising something, contextually similar to Masha'Allah - 'what amazing work subhanAllah.' Means 'glory be to God.'   |
| Insha'Allah         | means 'God Willing' - for example, 'We will raise £10k today, Insha'Allah.'   |

## TYPES OF CHARITY

|                 |   |
|-----------------|---|
| Qurbani         | Anyone who is zakat eligible needs to sacrifice an animal during the Hajj period, commemorating an act of Ibrahim (AS).   |
| Udhiyah         | Udhiyah is another word for 'Qurbani' - in Arabic, it literally translates to mean 'sacrifice'  |
| Zakat           | Zakat is a 2.5% charitable tax, which is compulsory for Muslims who can afford it. Zakat is paid annually, and most people choose to give their Zakat over the holy month of Ramadan. |
| Sadaqah         | Sadaqah simply means 'charity'  |
| Sadaqah Jariyah | Sadaqah Jariyah means a 'coninuous charity', sustainable charitable giving which continues to benefit others and give rewards to the donor in this life and the next.                 |
| Lillah          | Lillah means 'for the sake of Allah', so it's an optional form of giving.   |
| Fidya           | Compensation for not being able to fast in Ramadan due to valid reason (e.g. sickness, pregnancy or old age)  |



# ISLAMIC TERMINOLOGY

## RAMADAN RELATED

|               |  |
|---------------|--|
| Ramadan       | Ramadan is the holiest month of the Islamic year, where Muslims focus on fasting, prayer and charity. 'Ramadan' is the most common spelling, and the one used by Penny Appeal. |
| Eid-UL-Fitr   | The eid festival after Ramadan.  |
| Eid-UL-Adha   | The eid festival after The Hajj.   |
| Iftar         | The meal with which you break your fast at sunset.   |
| Suhoor        | The meal which you eat before fasting at dawn (sometimes called SEHRI)   |
| Kaffarah      | Compensation for breaking a fast without a valid excuse.   |
| Fidya         | Compensation for not being able to fast in Ramadan due to valid reason (e.g. sickness, pregnancy or old age)   |
| Zakat-UL-Fitr | Approx £3.50 charitable donation due on Eid-UL-Fitr  |
| Fitrana       | Another name for Zakat-UL-Fitr (we usually use Fitrana in our marketing materials)   |

## MAKKAH RELATED

|             |  |
|-------------|--|
| Makkah      | Makkah is also spelled Mecca - our preferred spelling is the Arabic 'Makkah'. Makkah is the holiest place in Islam, where the Prophet (ﷺ) was born and where millions of Muslims perform Hajj and Umrah. |
| Hajj        | The Hajj is a pillar of Islam, and an annual Islamic pilgrimage to Makkah - - this is also when the Qurbani sacrifice must be done.  |
| Eid-UL-Adha | The Eid festival after The Hajj.   |
| Umrah       | The Umrah is an Islamic pilgrimage to Makkah which can be undertaken at any time of the year - unlike The Hajj, which has specific dates according to the Islamic lunar calendar.                        |
| Kaaba       | The Kaaba is at the centre of the Great Mosque of Makkah, and it is the most sacred site in Islam.   |
| Arafat      | Mount Arafat ('mountain of mercy') is a mountain close to Makkah which forms an important part of the Hajj pilgrimage.   |

# ISLAMIC TERMINOLOGY

## QUOTING THE PROPHET (ﷺ) AND THE QUR'AN

|                          |  |
|--------------------------|--|
| Qur'an                   | The Holy Book of Islam.  |
| Hadith                   | A saying of the Prophet (ﷺ)  |
| Ahadith                  | Plural for Hadith.   |
| Surah                    | Chapter in the Qur'an (there are 114 chapters in the Qur'an)   |
| Ayah                     | Verse within a Chapter (there are 6236 verses in the Qur'an)   |
| Ayaat                    | Plural for verses within a Chapter (there are 6236 verses in the Qur'an)   |
| The Holy Qur'an (2:14)   | Respectful reference to the Qur'an, plus the correct format for citing chapter and verse.  |
| Allah (SWT)              | Allah is the most common Muslim name for God. We always follow the name of Allah with (SWT), which is an abbreviation of subhanahu wa ta'ala - the translation of this Arabic phrase is 'May He be praised and exalted.' |
| The Prophet Muhammad (ﷺ) | Agreed spelling of the Prophet Muhammad's name. We always add (ﷺ) after his name, which means 'peace and blessings be upon him.'   |

|                             |   |
|-----------------------------|---|
| Ibrahim (AS)                | After any other prophet - we say 'alayhis salaam' - abbreviated (AS) - meaning 'upon him be peace'  |
| Umar (RA)                   | After any Companion of the Prophet's name - we say 'radiallah anhu' - abbreviated (RA) - meaning 'may God be pleased with him' (for ladies it ends 'anha')  |
| Sunnah                      | The 'Sunnah' directly translates to mean a 'habitual practice'. Muslims strive to be like the Prophet (ﷺ) and follow his sunnah, as well as the sunnah of other prophets and holy men and women. (e.g. Breaking your fast with water and a date is the sunnah of the Prophet (ﷺ).)        |
| Bukhari, Ahmad, Muslim, etc | Bukhari, Ahmad and Muslim are common Hadith scholars who are often referenced. When quoting a Hadith, we should always include the name of the scholar who noted the Hadith in brackets after the quote - e.g. The Prophet (ﷺ) said, "The best charity is giving water to drink." (Ahmad) |

# ISLAMIC TERMINOLOGY

## GENERAL ISLAMIC WORDS

|                        |   |
|------------------------|---|
| Shaykh                 | A Shaykh is a leader within the Muslim community, who teaches and guides Muslims in Mosques and Qur'anic schools  |
| Jummah                 | A congregational prayer held every Friday after noon. From the Arabic word for 'Friday'   |
| Imaan                  | Literally 'faith' or 'belief' in Islam.   |
| Ashura (10th Muharram) | A day of commemoration in Islam. It occurs annually on the 10th of Muharram, and marks the Battle of Karbala and the martyrdom of the Prophet's ( ) grandson, Imam Hussain (RA) |
| Medjoul                | A large, sweet cultivated variety of date. Penny Appeal sources Palestinian-grown Medjoul dates which we sell to support our projects in Palestine.                             |

## ISLAMIC MONTHS

|                 |   |             |  |
|-----------------|---|-------------|--|
| Muharram        | The first month of the lunar Islamic calendar. It is held to be the second holiest month after Ramadan.   | Shaban      | The eighth month of the lunar Islamic calendar. The night of the 15th of Shaban, also known as Nisf-Shaban, Layla'tul Bara'ah or Shabe- Bharat, has been noted by scholars throughout Islamic history as a night of particular significance. |
| Safar           | The second month of the lunar Islamic calendar.   | Ramadan     | The ninth month of the lunar Islamic calendar. Ramadan is the holiest month of the Islamic year, where Muslims focus on fasting, prayer and charity. 'Ramadan' is the most common spelling, and the one used by Penny Appeal.                |
| Rabi Al-Awwal   | The third month in the Islamic calendar. During this month, the majority of Muslims celebrate Mawlid - the birthday of the Prophet Muhammad ( )   | Shawwal     | The tenth month of the lunar Islamic calendar.   |
| Rabi Al-Thani   | The fourth month of the lunar Islamic calendar.   | Dhul Qadah  | The eleventh month of the lunar Islamic calendar. It is one of the four sacred months in Islam during which warfare is prohibited.   |
| Jamada Al-Awwal | The fifth month of the lunar Islamic calendar.  | Dhul Hijjah | The Month of Hajj and the twelfth month of the lunar Islamic calendar. It is one of the four sacred months in Islam during which warfare is prohibited.  |
| Jamada Al-Thani | The sixth month of the lunar Islamic calendar.  |             |  |
| Rajab           | The seventh month of the lunar Islamic calendar. This month is regarded as one of the four sacred months (including Muharram, Dhu al-Qadah and Dhu al-Hijjah) in Islam in which battles are prohibited. |             |  |

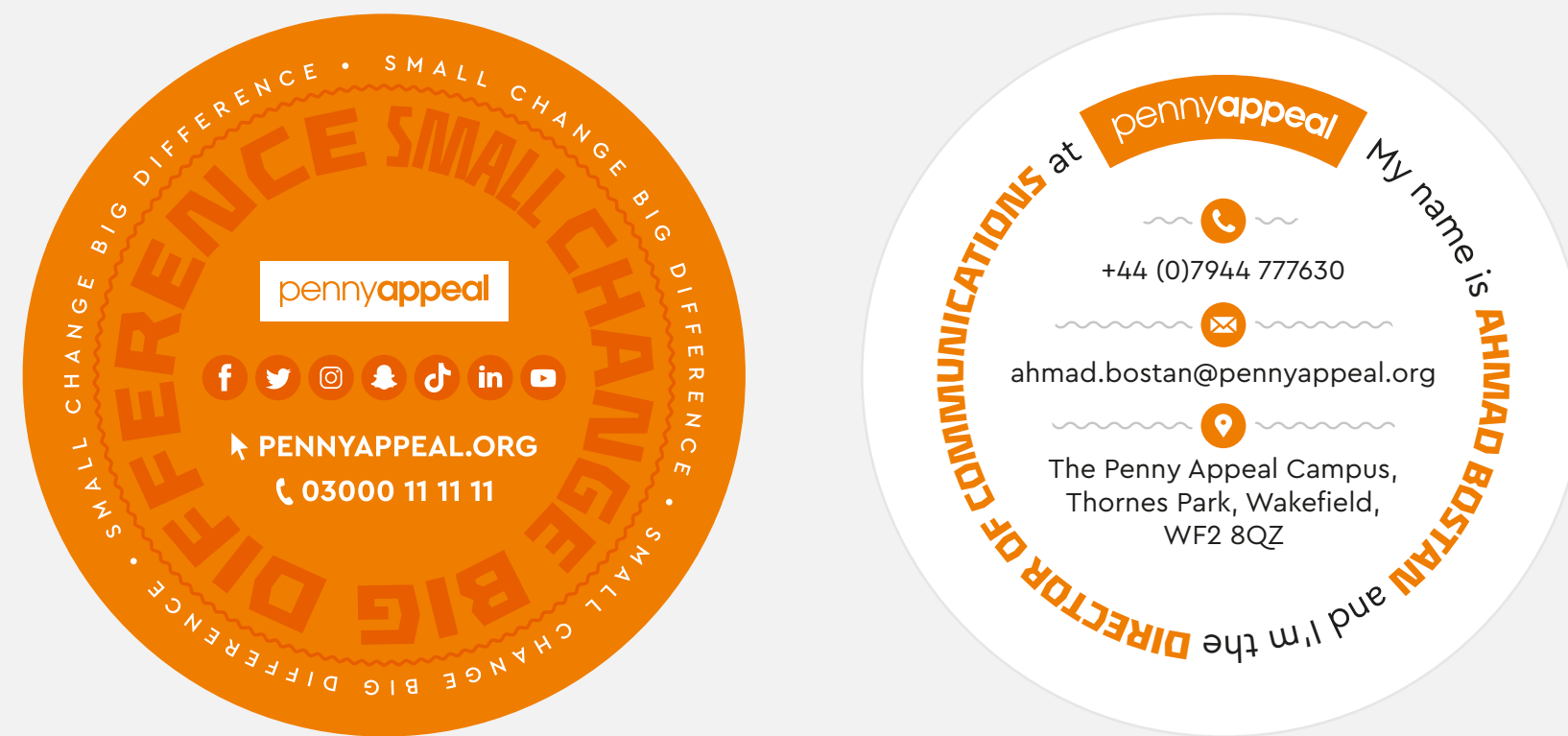
06.

# BRAND IN ACTION

Eribusti utem expelic tet el mint, con ra vitintur sapiend ignimolecus, nis rest, ut dolo oditest, quibus ndionsed ut versperi ut lam eatecerio. Nem as natibusam quaeper eperiberchil in et eius molo consed ut officio to omnis vitatemquam, ut que odis aciis aut alictae eumque et volorum hitatur? Qui beatur remquis eum restio. Nem ideribus, exeria velitiis et et et lique nume poreres debitem explam aut voluptatus et es dellaborum, quatias et, et odi dellabo. Nemoluptat. Sa culparc hiciur simus, id et perspit faccusant reniet et officab oritas rehenda ndiaepe quibus explat il is et adipsam uscilique dolorempos mos magni volut de dolor



# CORE DELIVERABLES



BUSINESS CARD



VIDEO

# CORE DELIVERABLES

**pennyappeal DONATION FORM** • PENNYAPPEAL.ORG  
03000 11 11 11

Required for Gift Aid Declaration

**giftaid** Add an EXTRA 25% to your donation at no cost to you!

Yes, I am a UK taxpayer and I want Penny Appeal to claim tax back on all donations I have made in the last 4 years, including this donation and all future donations until I notify you otherwise.

I understand that I can for income tax and Capital Gains Tax be exempt for the amount of gift aid claimed on all my donations to this charity for the remainder of my lifetime. I also understand that I can claim back any gift aid I have made in the last 4 years, including this donation and all future donations until I notify you otherwise.

1 Tick? 2 Add Today's Date?

Please tick if you would like to receive news and updates about our activities and life-changing projects via:  EMAIL  SMS  PHONE  POST

Any Special Instructions?

|   |   |  |
|---|---|--|
| <b>£9,000 OFF OR £750 PER MONTH</b><br>Build 3 Homes<br>To provide shelter for families in Pakistan       | <b>£6,000 OFF OR £500 PER MONTH</b><br>Build 2 Homes<br>To provide shelter for families in Pakistan     | <b>£3,000 OFF OR £250 PER MONTH</b><br>Build 1 Home<br>To provide shelter for a family in Pakistan |
| <b>£1,000 OFF OR £84 PER MONTH</b><br>Help Build A Home<br>Contribute towards building a home in Pakistan | <b>£300 OFF OR £25 PER MONTH</b><br>Help Build A Home<br>Contribute towards building a home in Pakistan | Other Amount: <input type="text"/> OFF <input type="text"/> PER MONTH                              |

Please tick your Donation Type:  Zakat  Sadaqah  Lillah  General

**I WANT TO MAKE A ONE-OFF PAYMENT:** £

Credit/Debit Card  Cash  Cheque  Bank Transfer

Cardholder's Name:   
Card Number:   
Valid From:  Expiry Date:  Issue No:  CVC No:

**I WANT TO SET UP A MONTHLY DIRECT DEBIT:** £  PER MONTH

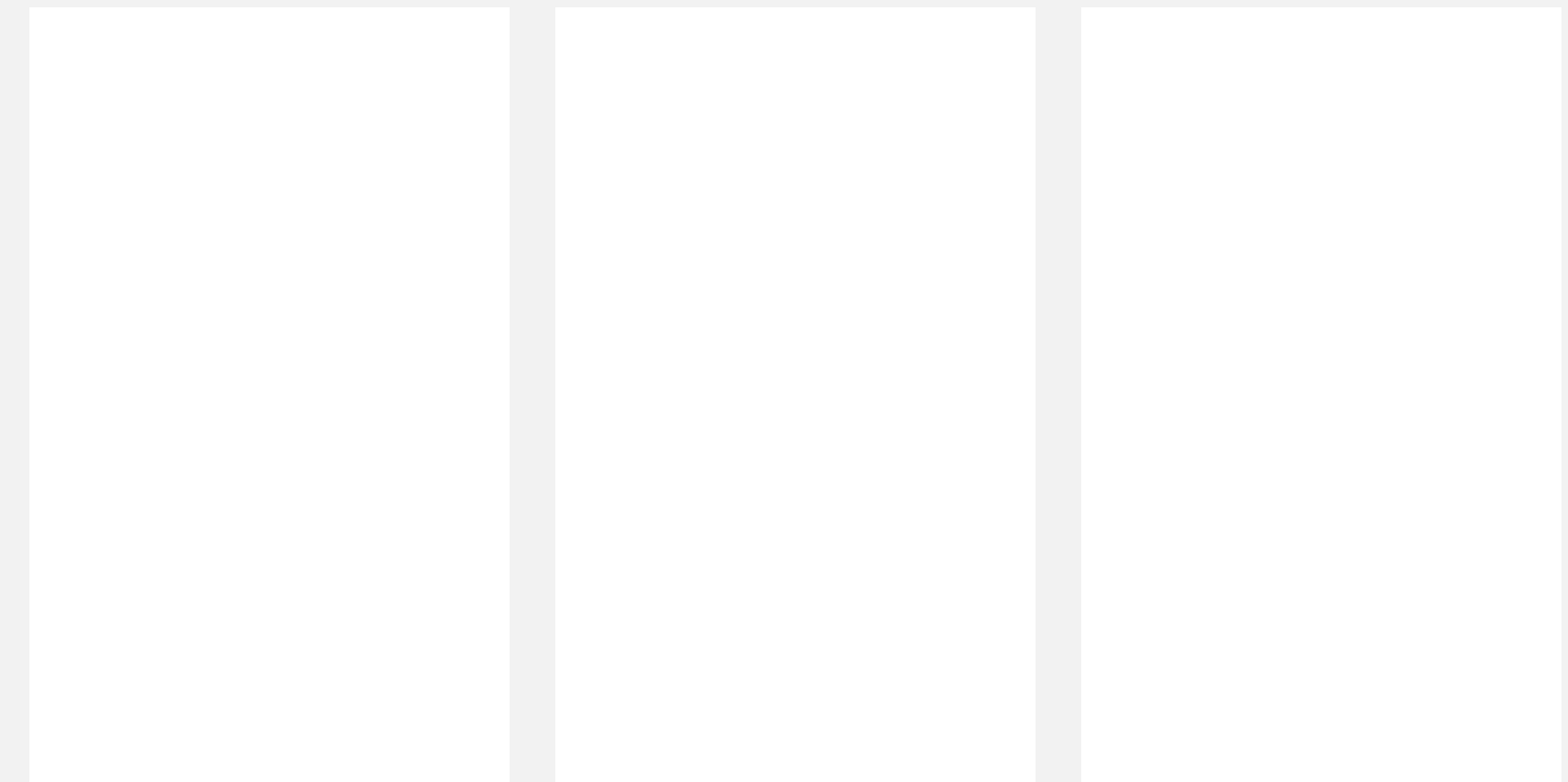
Account Holder's Name:  Signature:  Date:   
Bank Name:  Sort Code:  Account Number:

Direct Debit Guarantee: This guarantee is provided by the bank. It means that if you have set up a Direct Debit with us, we will ensure that you are not asked to pay more than the amount you have agreed to pay. If you have set up a Direct Debit with us, we will ensure that you are not asked to pay more than the amount you have agreed to pay. If you have set up a Direct Debit with us, we will ensure that you are not asked to pay more than the amount you have agreed to pay.

INTERNAL USE ONLY  
DONOR: LOCATION: DATE: AM: PM: BIRTH DATE: GENDER: CHECK RECEIVED BY: CALL BACK: PREFERENCE

PENNY APPEAL CAMPUS, FREEPOST, THORNES PARK, WAKEFIELD, WF2 8DZ CHARITY NO: 1128341 UK REGISTERED COMPANY 06578382 SMCT22

DONATION FORM

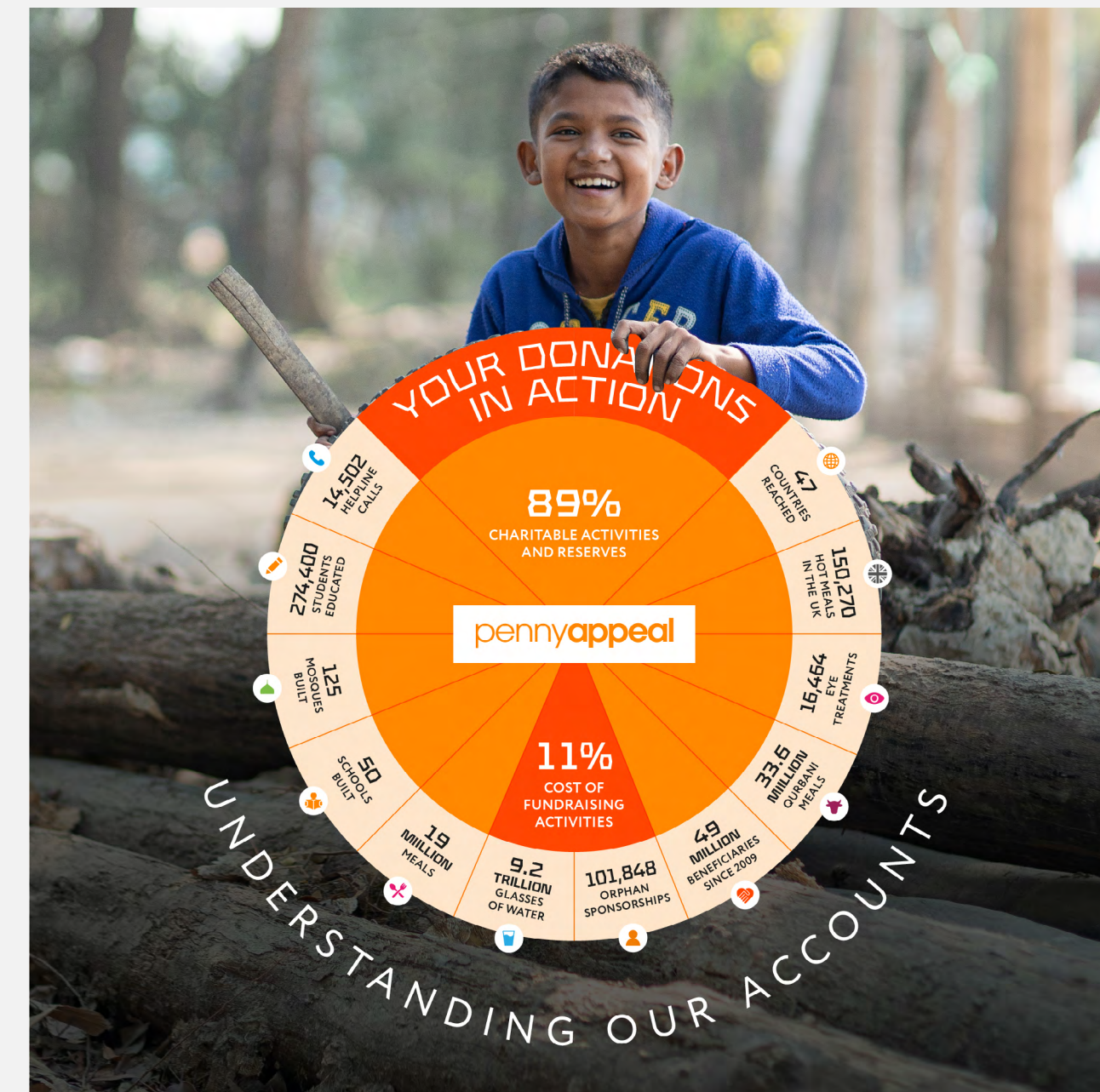


EMAIL

# CORE DELIVERABLES



EVENT PRESENTATION SLIDES



ACCOUNTS

# CORE DELIVERABLES



ROLLER BANNER



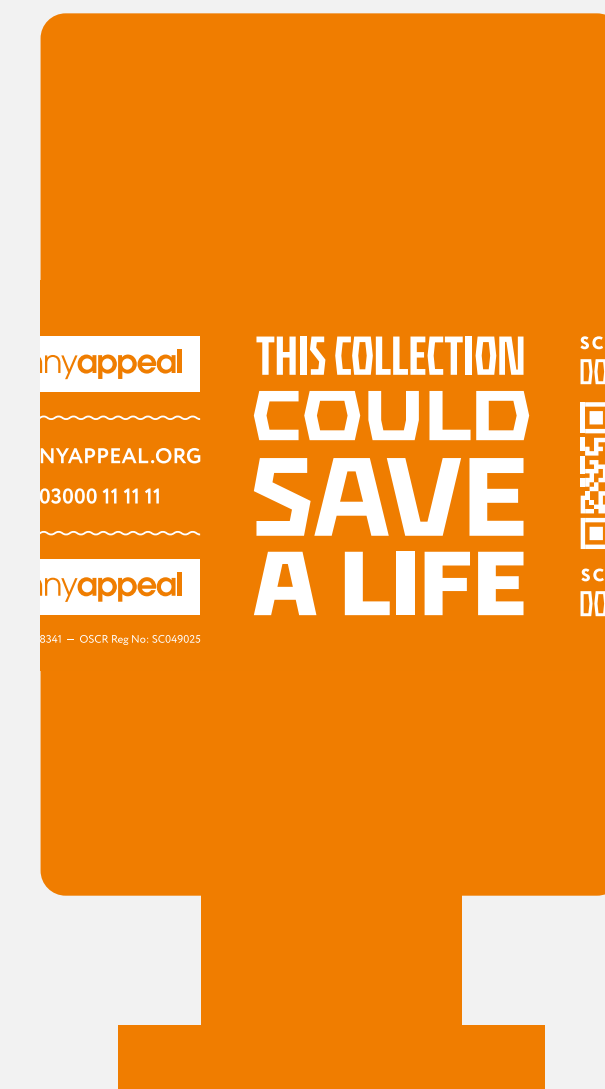
WIDE BANNER



# CORE DELIVERABLES



DONATION BUCKET



COIN COLLECTION

## CORE DELIVERABLES



BAG



LANYARD



ID CARDS

# CORE DELIVERABLES

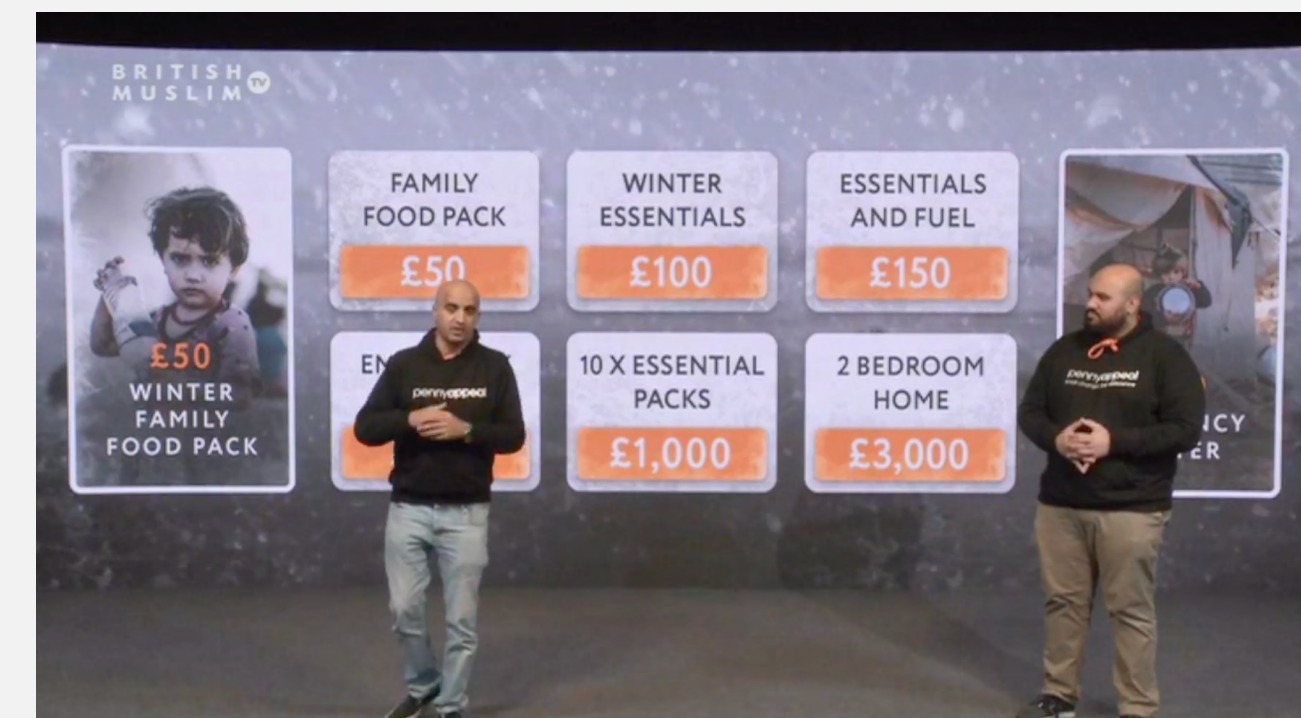
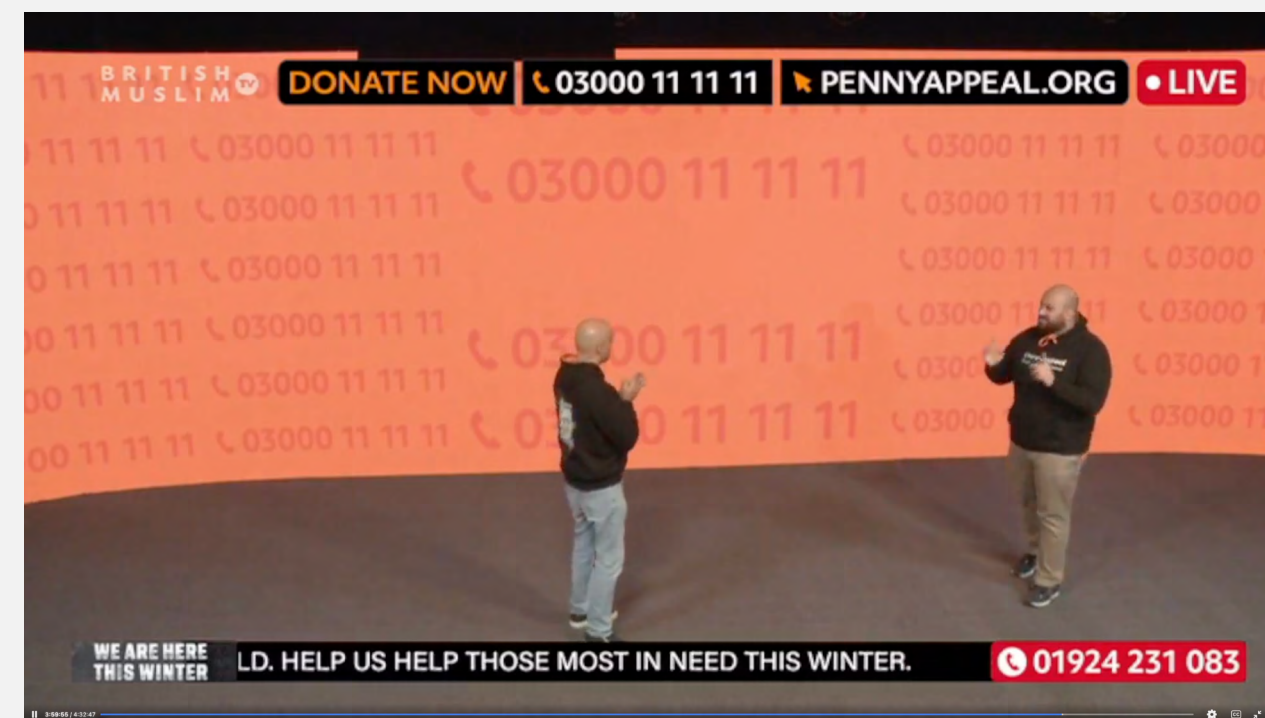
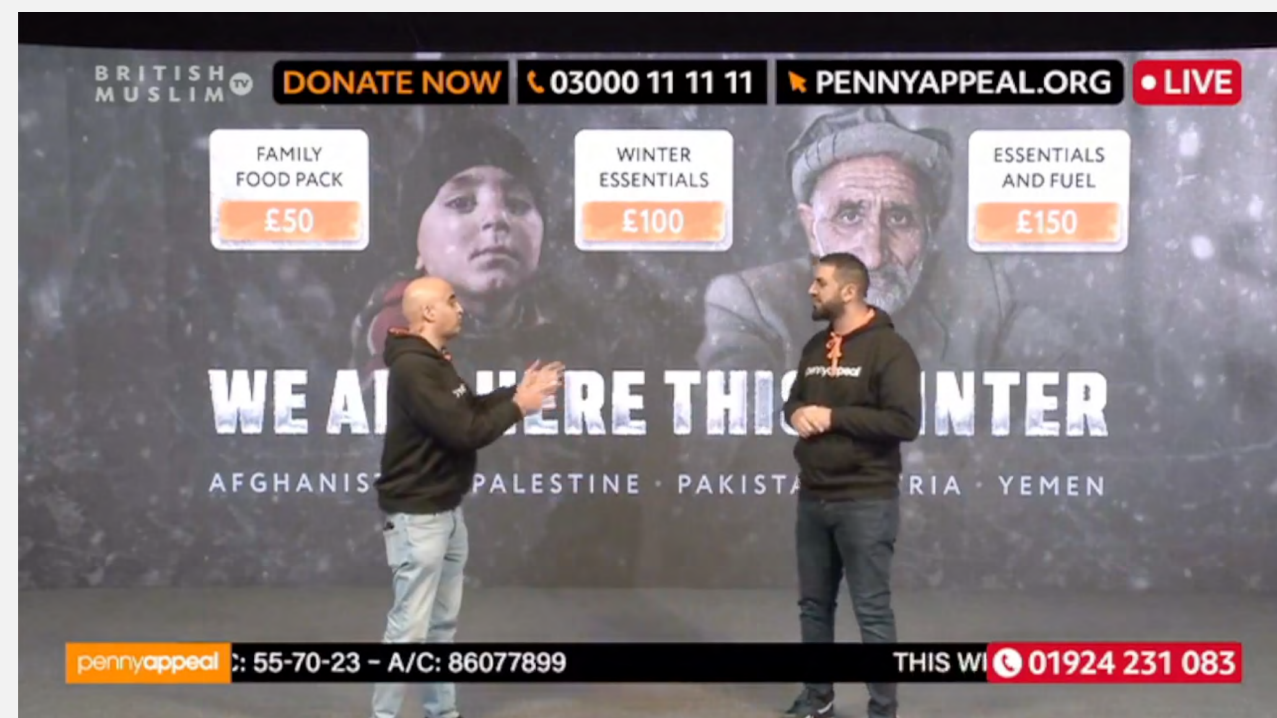


T-SHIRT / HOODIES



HIGH-VIS VEST

# CORE DELIVERABLES

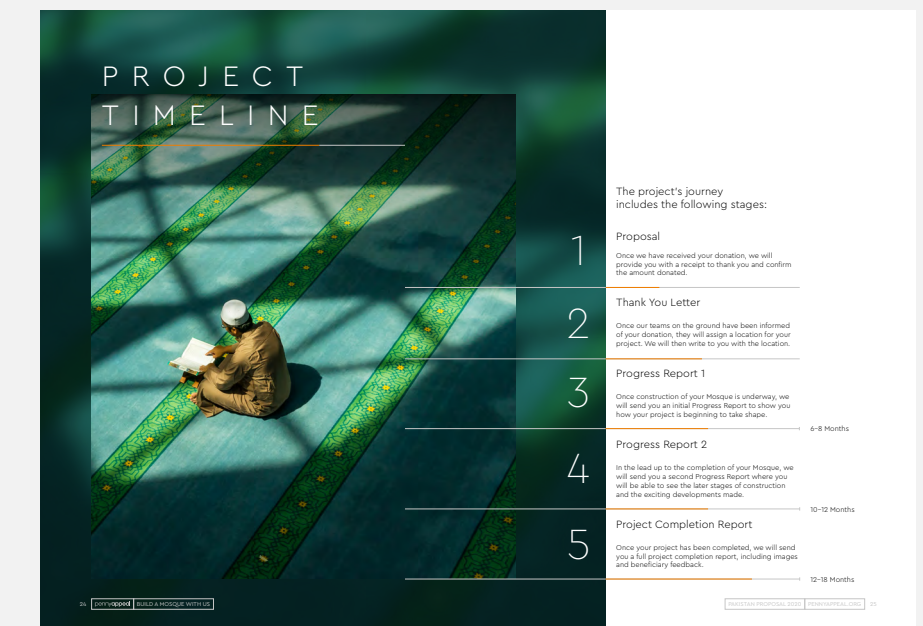
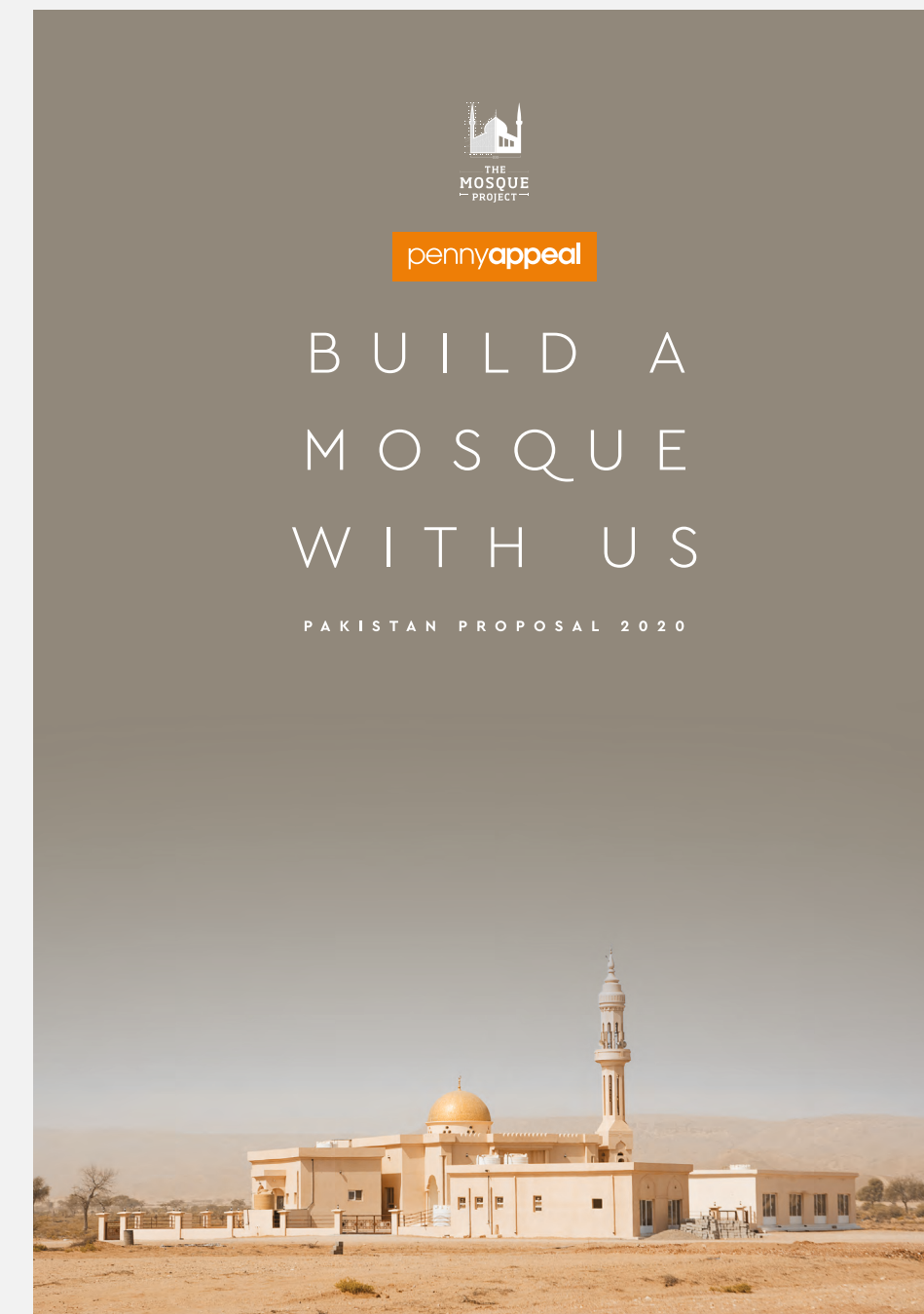


LIVE APPEAL

# CORE DELIVERABLES



RECRUITMENT



MAJOR DONOR

# DOCUMENT TEMPLATES

32

## THIRST RELIEF

In Sathkira, a coastal area in South-West Bangladesh, water poverty is widespread during the dry season.

The high levels of arsenic and saline present in the groundwater make it impossible to build shallow wells at ground-level as they are in danger of contamination.

We helped create Rainwater Harvesting Systems, an innovative sustainable solution which allows users to filter and harvest rainwater during the monsoon season, so that safe drinking water is available to them during the dry seasons.

This Muharram, we are providing water tankers and water fountains to schools, orphanages, hospitals, mosques and community locations, safeguarding the most basic of human rights for countless Palestinians in Gaza.

Many Palestinians in Gaza have never seen the Mediterranean Sea because of the asphyxiating impact of the Israeli blockade which prevents people from travelling there.

Yet the sea many have dreamed of is polluted with millions of litres of sewage every day. Drinking water too is scarce, as Gaza staggers under the pressure of a spiralling water and sanitation crisis. The EU has warned that 95% of water there is unfit for human use.

The UN have predicted that by the end of 2020, because of the crippling impact of the blockade which is preventing the entry of materials that will aid the development of water and sanitation infrastructure, the Gaza Strip may become uninhabitable.

The effects of this scarcity of drinking water can already be seen, as many families are forced to consume dangerous, contaminated water, leading to a rise in kidney problems in the region.



PENNYAPPEAL.ORG

03000 11 11 11

## POLICY

33

Health & Safety Policy | Reviewed: March 2021



## 2. SCOPE & PURPOSE

This policy set out the commitment, vision and general approach to the management of health and safety across all activities of Penny Appeal.

Penny Appeal believes that all volunteers, staff, contractors, partners and visitors have a role to play in implementing, maintaining and improving the health and safety at Penny Appeal. Penny Appeal are committed to managing the H&S aspects of its activities, in line with relevant legislation requirements, best practice and its local policy and procedures.

The purpose of this policy is to ensure that Penny Appeal provides a safe environment and guidance so that:

- All staff and other representatives, understand the importance of Health and Safety and ensure our work does not deliberately or inadvertently cause harm to staff, other representatives, our beneficiary populations and the communities in which we work.
- All staff and other representatives understand the consequences of breaching this policy.
- All staff and representatives understand their responsibility to report any concerns relating to Health and safety and have access to guidance on how to report near miss, accidents and incidents.
- Senior staff and managers ensure that working environments minimise the risk, ensure that reporting of both near miss, accidents and incidents takes place.

## 3. DEFINITIONS

**Beneficiary(ies):** Any person who receives any assistance by Penny Appeal (including all types of goods, services, opportunities, training directly or indirectly, or partner organisation, regardless of the length of time of their relationship with Penny Appeal.

**Penny Appeal Partners or Representatives:** this includes all consultants, contractors and agency staff. This definition includes non-Penny Appeal entities and their employees and individuals who have entered partnership, sub-grant or sub-recipient agreements with Penny Appeal.

**Health & Safety:** This refers to legal obligations under the Health & Safety at Work Act (HASAWA) and Approved Codes of Practice. **Trustees:** Trustees are members of Penny Appeal that are collectively and individually accountable for all aspects of Penny Appeals Health and Safety performance and management.

**Chief Executive Officer:** The Chief Executive Officer is a member of the Executive Board and has the ultimate responsibility for ensuring the H&S of all volunteers, staff and secondees within the organisation, as well as beneficiaries involved with its activities.

**Nominated Person:** The nominated person is the person who the senior lead with responsibility for creation and implementation of H&S policy, establishing recording systems, managing H&S information, ensuring delivery of H&S training, ensure adequate trained First Aiders and Fire Marshals are in place, Safe Operating Procedures are written and available to all staff, Risk assessments are completed and updated, reporting on H&S MI data is completed monthly, investigations are carried out following near miss, incidents and accidents. Corrective action is taken to risks. Reporting to HSE, RIDDOR and any other necessary agency is adhered to as necessary.

**Managers:** Managers have a responsibility to ensure that their staff are aware of the PA Health and Safety Policy, H&S standards and comply with the H&SAWA during their work activities. Managers have the responsibility to ensure that risk assessments are completed, and staff have been inducted, trained and have the appropriate PPE prior to commencing a task. In the event of an incident, accident or near miss (including fatalities) relating to staff, or in connection with Penny Appeal, these are recorded, reported and investigated in accordance with procedures.

**Volunteers / Staff:** Volunteers and staff must be aware of the H&S Policy and their responsibilities under the HASAWA. They must take reasonable care of themselves and others in the workplace and not recklessly interfere with or misuse anything provided in the interests of Health and Safety. They must follow safe working methods, safe operating procedures and seek training where they are not trained in completing a task. In the event of an incident, accident or near miss (including fatalities) relating to themselves or others in connection with Penny Appeal, these are recorded, reported and investigated in accordance with procedures.

**Audits:** Penny Appeal recognise the need for effective governance and assurance of Health and Safety and therefore will audit the effectiveness of its Health and Safety against the regulations and Health and Safety at Work Act.

3

Health & Safety Policy | Reviewed: March 2021



## 4. EXTERNAL STANDARDS AND SUPPORTING DOCUMENTS

This policy has been drawn up based on standards and guidance that seeks to protect life, as well as Penny Appeal's own existing relevant policies and guidance, namely:

**Standards and Approved Codes of Practice**

- Health & Safety at Work Act 1974
- The Management of Health and Safety at Work Regulations 1999
- The Workplace (Health, Safety and Welfare) Regulations 1992
- The Health and Safety (Display Screen Equipment) Regulations 1992
- The Personal Protective Equipment at Work Regulations 1992
- The Manual Handling Operations Regulations 1992
- The Provision and Use of Work Equipment Regulations 1998
- The Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995
- The Working Time Regulations 1998
- Approved Codes of Practice (First Aid, Risk Assessment, Training, Competent Person, Consultation, Insurance, Information, Facilities, Reporting etc)

**Penny Appeal**

- Anti-Bullying and Harassment Policy
- Code of Conduct
- Whistleblowing Policy
- Grievance Policy

## 5. ARRANGEMENTS FOR HEALTH & SAFETY

Penny Appeal is dedicated to fulfilling the following commitments to prevent and respond to risks and information in relation to improving Health and Safety at work.

**Core principles**

Where Penny Appeal volunteer, staff member and/or other representative develops concerns about a near miss, incident or accident or suspicions regarding lack of Health & Safety standards, whether in Penny Appeal or not, they must immediately report such concerns via the established reporting mechanisms. Penny Appeal staff and other representatives are obliged to create and maintain an environment that promotes Health and Safety, reduce risks and promotes the implementation of this Policy.

**Staff consultation**

Penny Appeal will ensure appropriate engagement and consultation with the Staff Engagement Group on H&S matters, in line with their terms of reference. This will enable appropriate staff consultation and communication on H&S initiatives, policy and procedural changes that may impact, on the health, safety and wellbeing of staff.

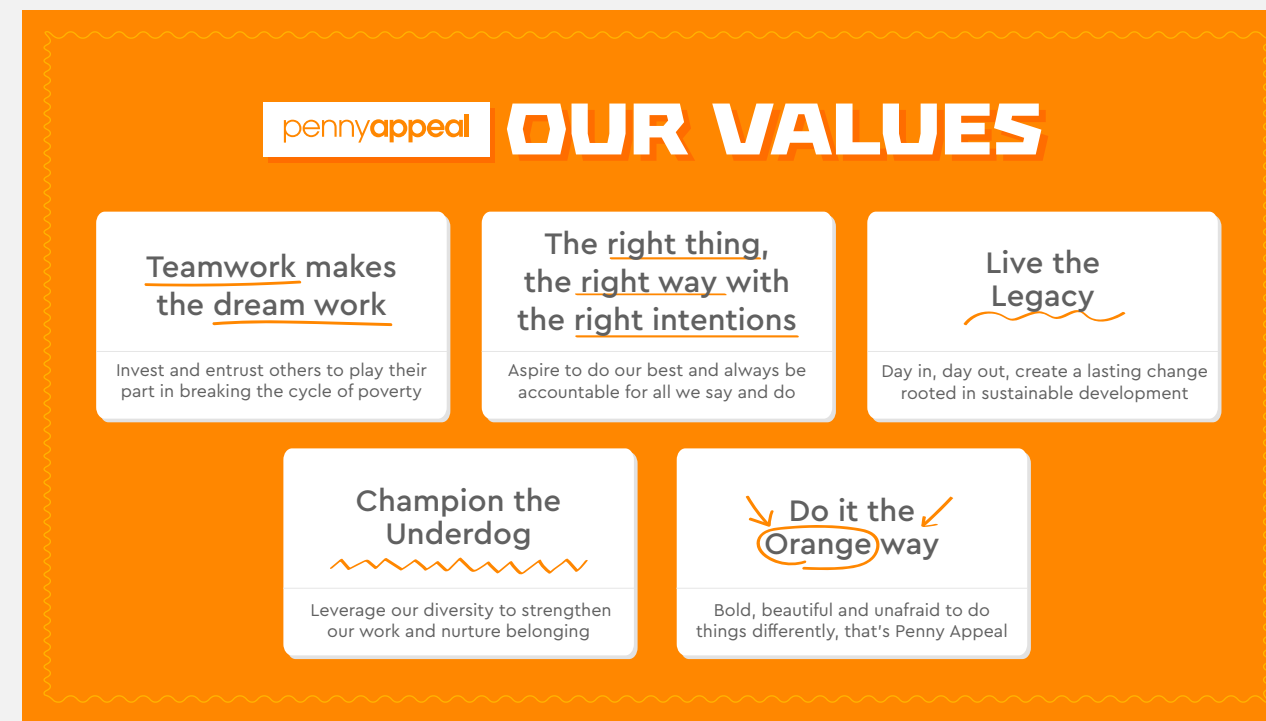
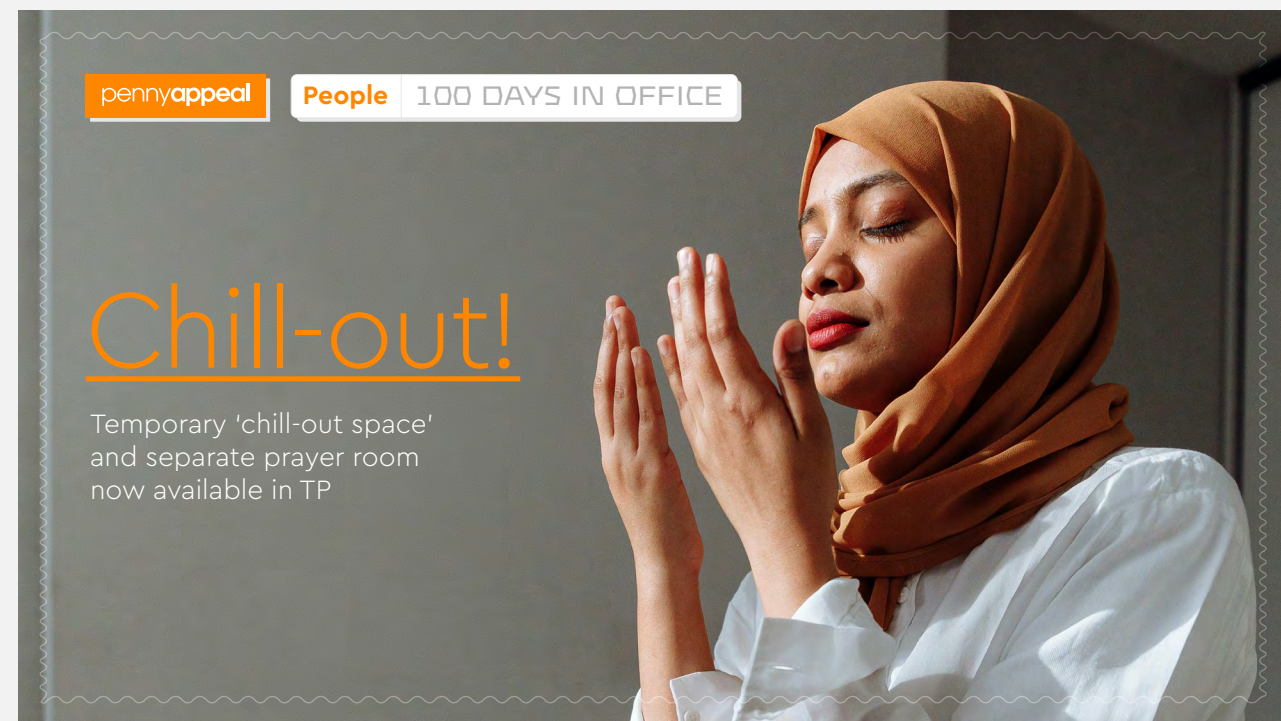
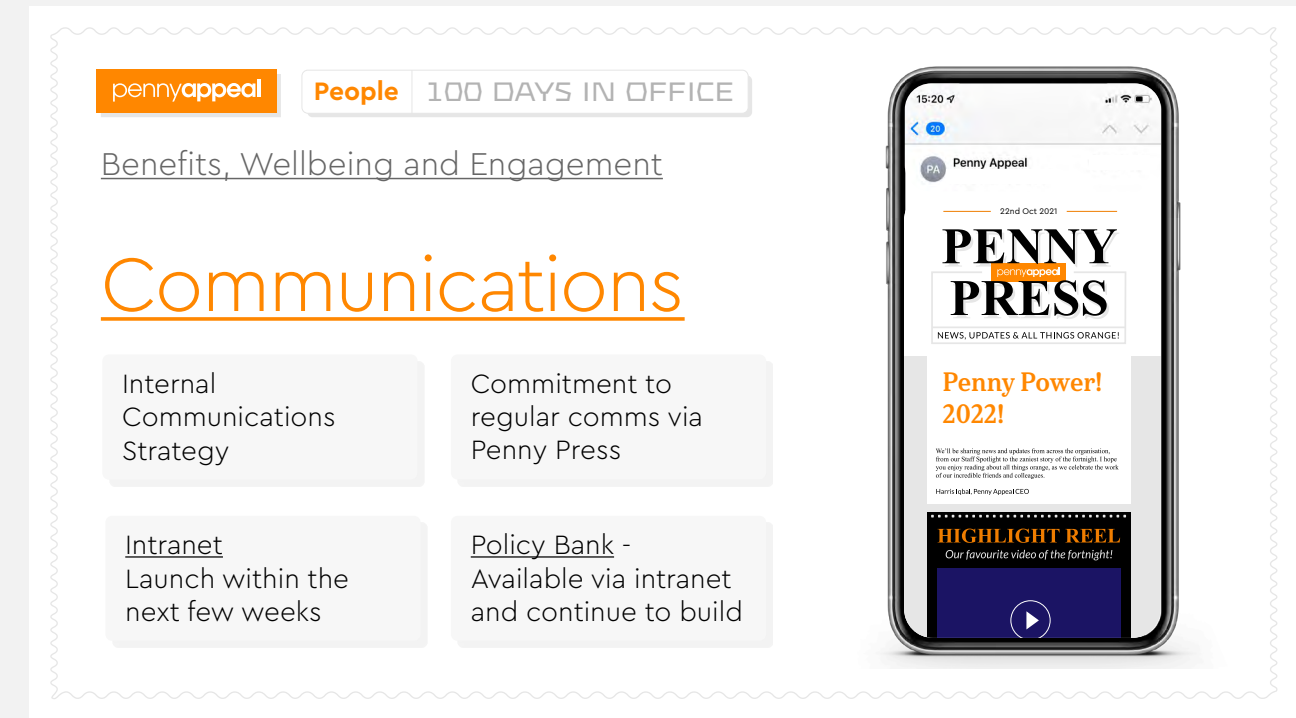
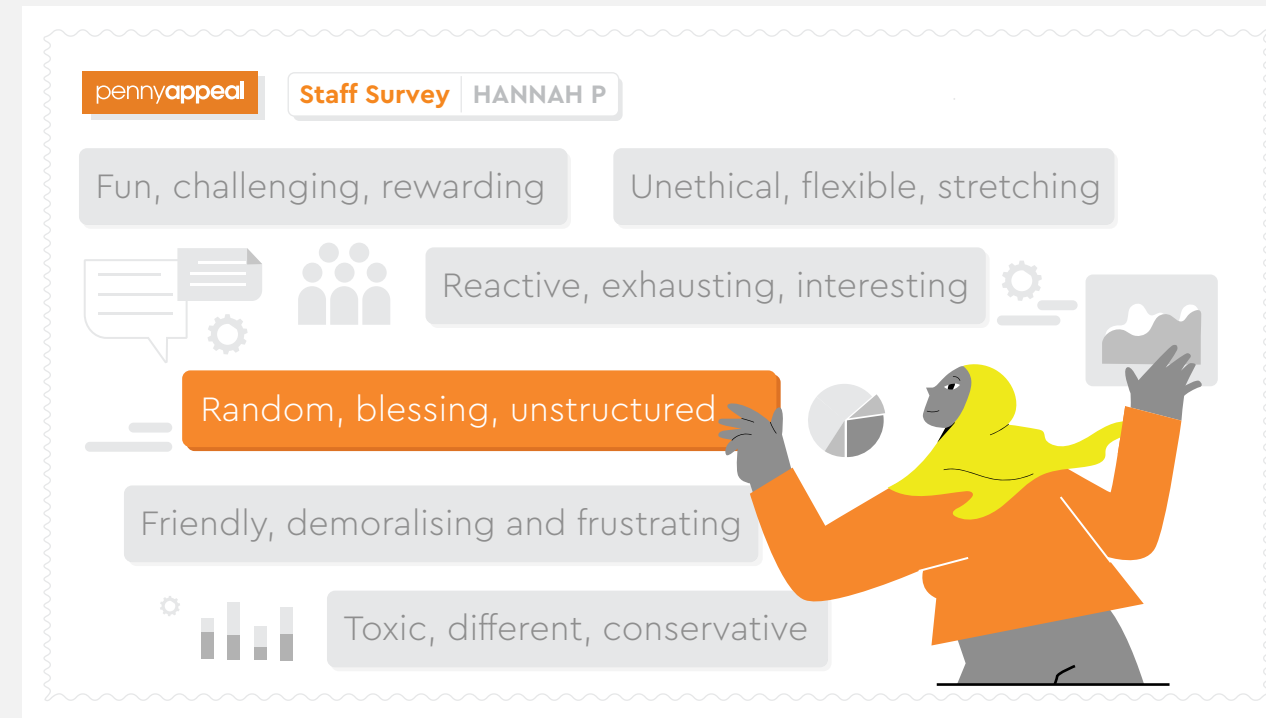
**Employee Health, Wellbeing and Occupational Health**

Penny Appeal has partnered with health Assured to provide a health and wellbeing scheme for all our employees. Health Assured provide free 24 hour confidential advice service from an experienced therapists or advisors, who will offer support in a friendly, non-judgmental manner. In instances where Penny Appeal need specialist occupational health advice and guidance it will gain consent and refer employees to have an occupational health assessment.

4

## ANNUAL REPORT

# DOCUMENT TEMPLATES



## ALL STAFF PRESENTATION

# EMERGENCY APPEALS



1. RESPONSE



2. FEEDBACK



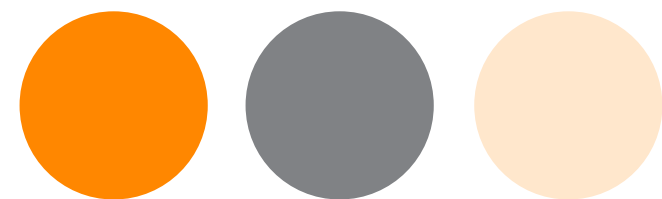
3. LEGACY



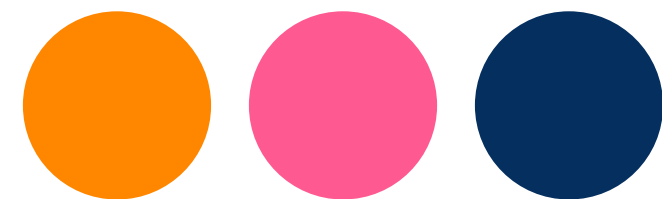
# APPEALS

pennyappeal

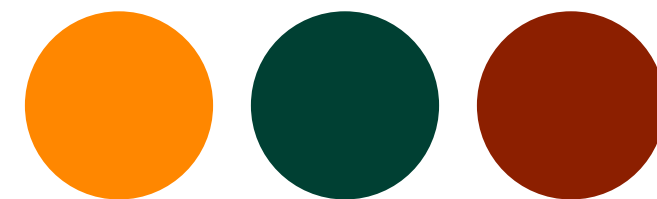
OrphanKind



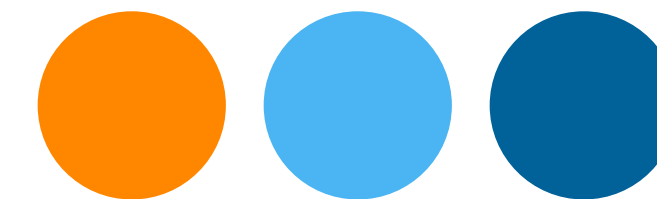
FEED  
OUR  
WORLD



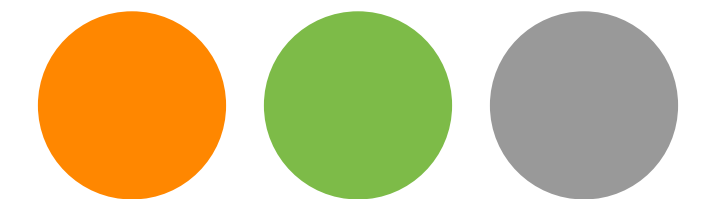
hifz  
ORPHAN



THIRST  
RELIEF



THE  
MOSQUE  
PROJECT



# CAMPAIGNS

Each of our campaigns have a unique design which relates to the themes of the campaign. This is a specific case where the Penny Appeal brand is secondary to the campaign.



GIFT AID



MUHARRAM



QURBANI



RABI AL AWWAL



RAMADAN



SADAQAHAH



WINTER



ZAKAT

# APPEAL JOURNEY



# DELETE?

# TEAM ORANGE



pennyappeal

# WANTS YOU!

#TeamOrange

Raise Funds, Save Lives,  
Paint The World Orange.

SIGN UP TO VOLUNTEER

[PENNYAPPEAL.ORG](https://PENNYAPPEAL.ORG) ☎ 03000 11 11 11

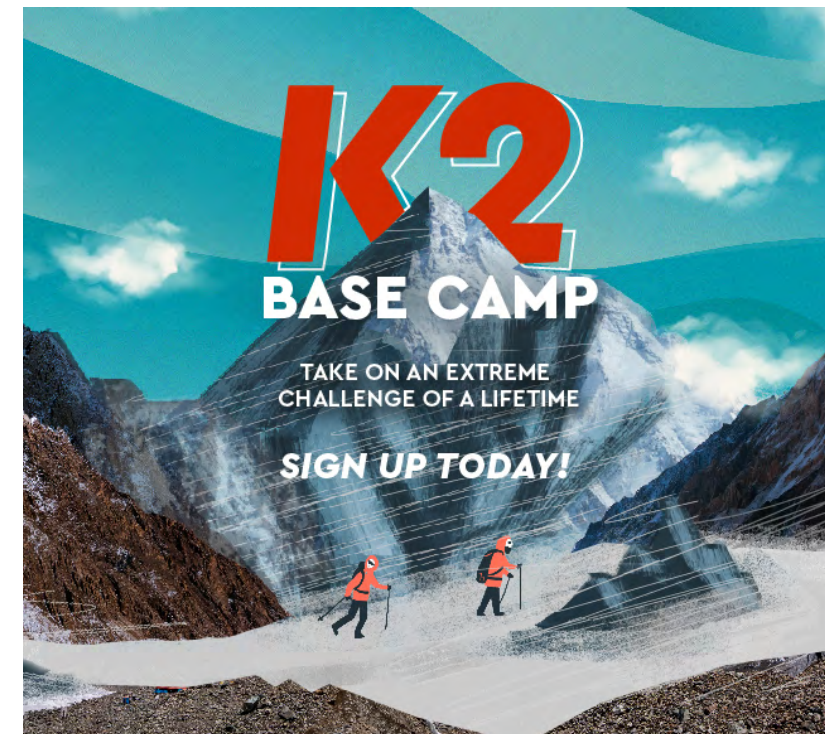


SCAN ME

# CHALLENGES

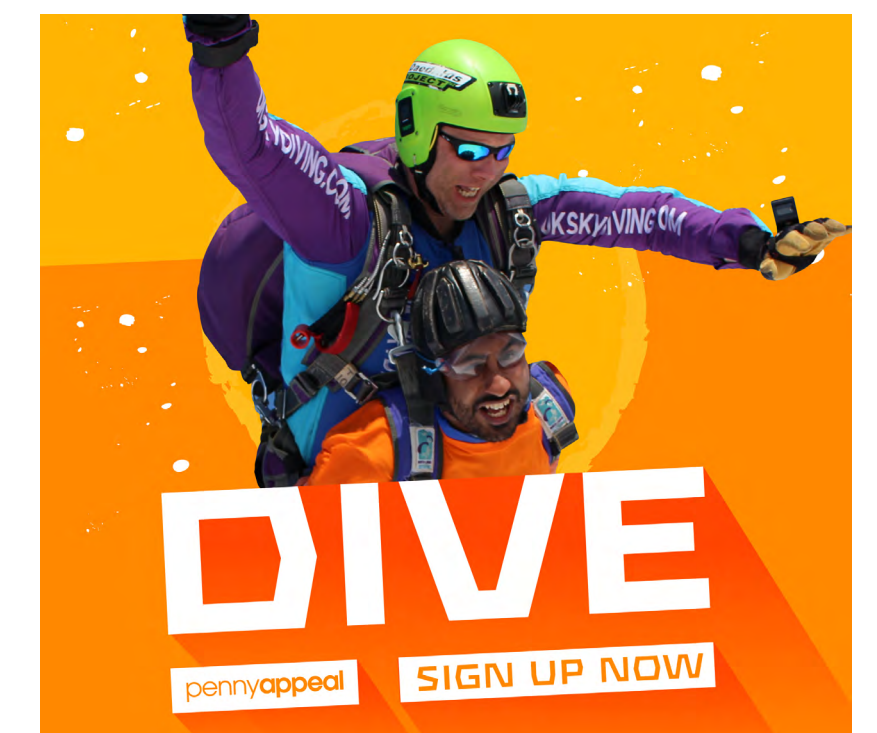
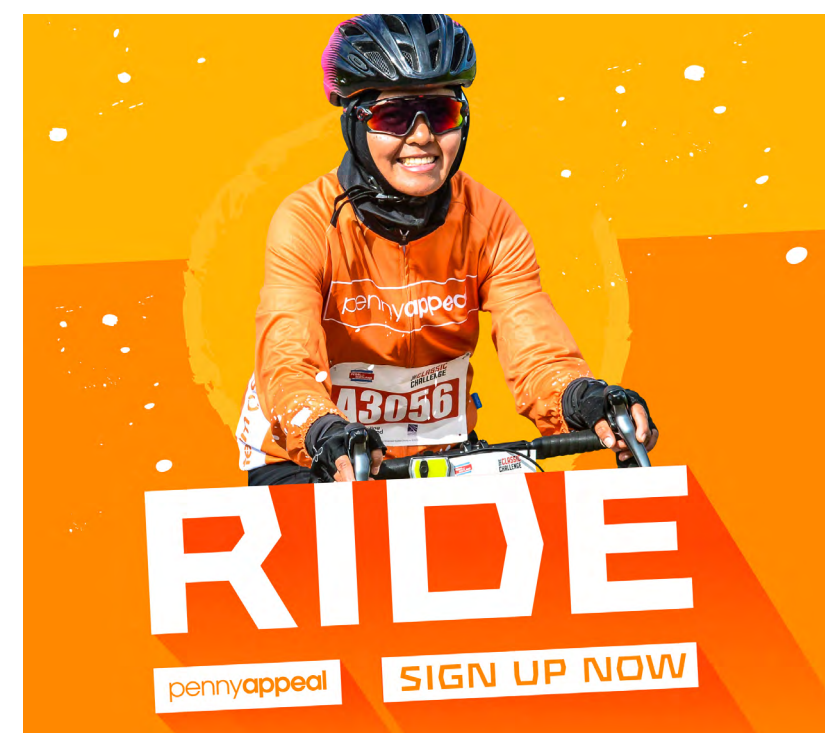
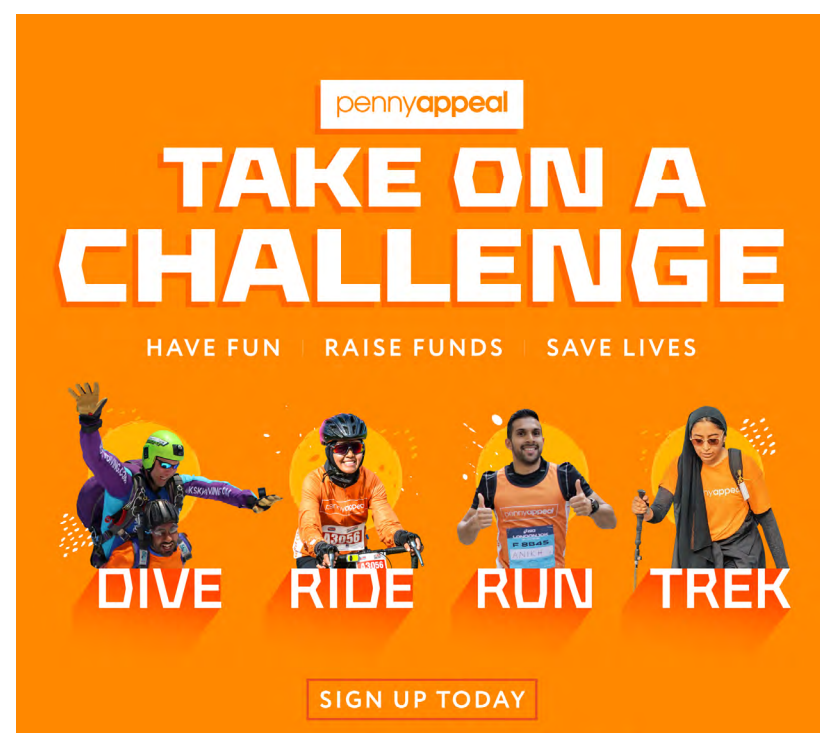
## INTERNATIONAL/MAJOR CHALLENGES

Each of our major challenges have a unique design which relates to the themes of the challenge and its location. This is a specific case where the Penny Appeal brand is secondary to the challenge.



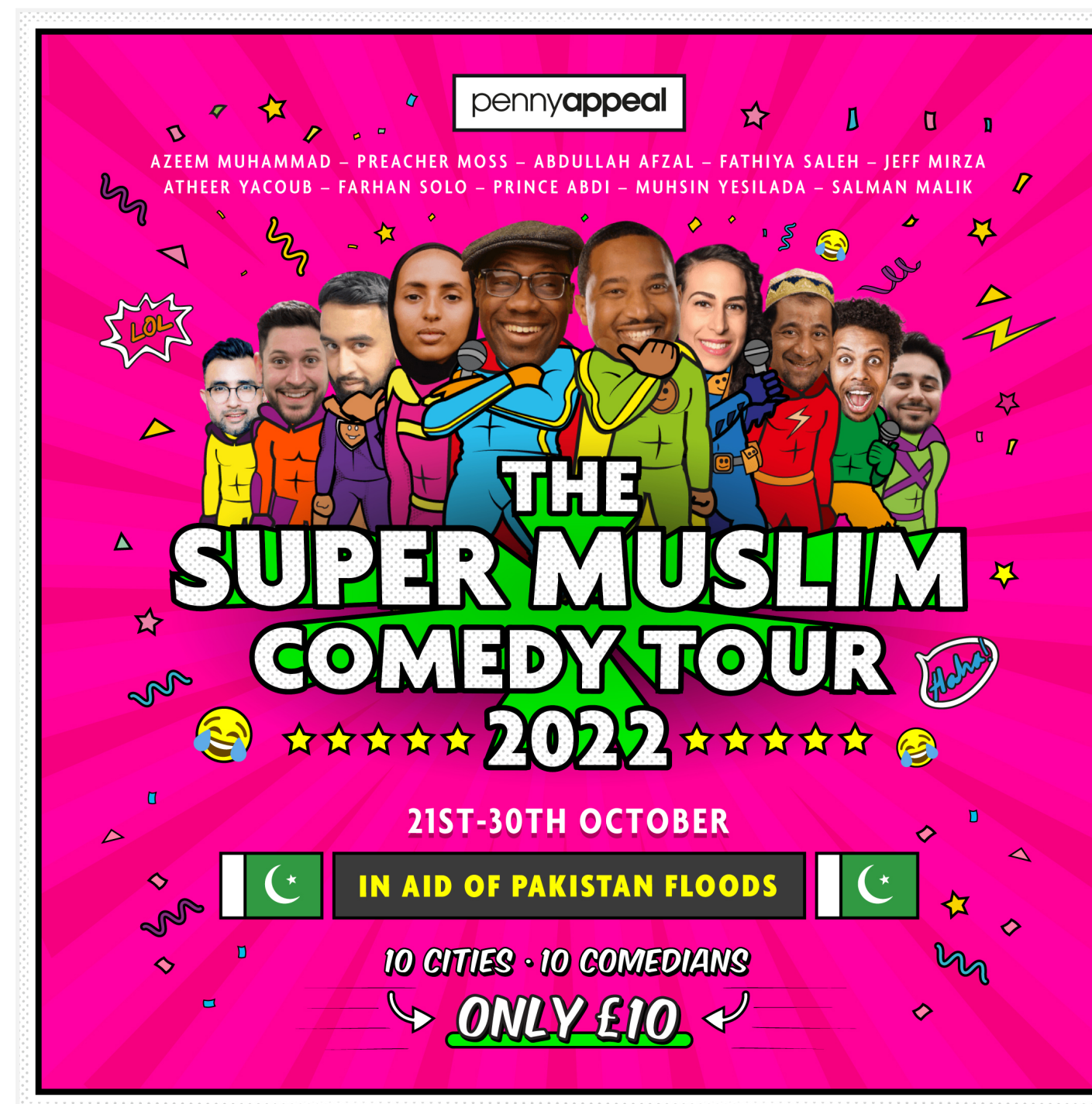
## DOMESTIC CHALLENGES

Each of our domestic challenges are based off Penny Appeal's brand, with the title and image relating to the challenge and its location. This is a case where the Penny Appeal brand is primary.



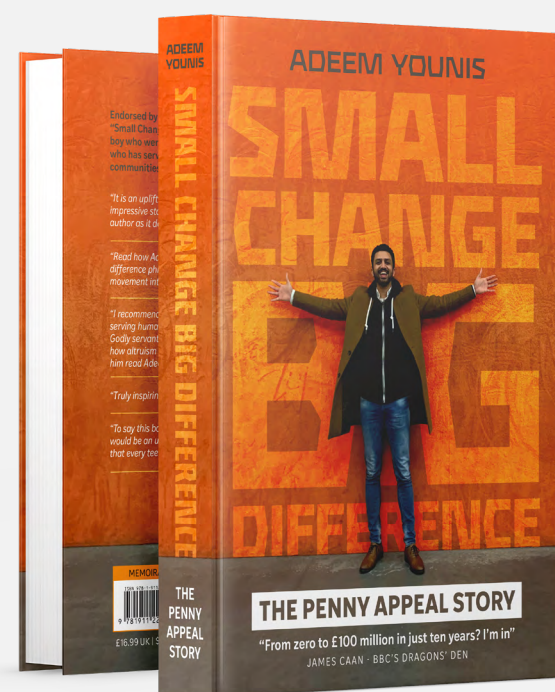
# EVENTS

Each of our national events have a unique design which relates to its theme. This is a specific case where the Penny Appeal brand is secondary to the event.



# PRODUCTS

Each of our national events have a unique design which relates to its theme. This is a specific case where the Penny Appeal brand is secondary to the event.



THE PENNY APPEAL  
STORY BOOK



PALESTINIAN  
DATE TINS



AJWA  
DATE TINS



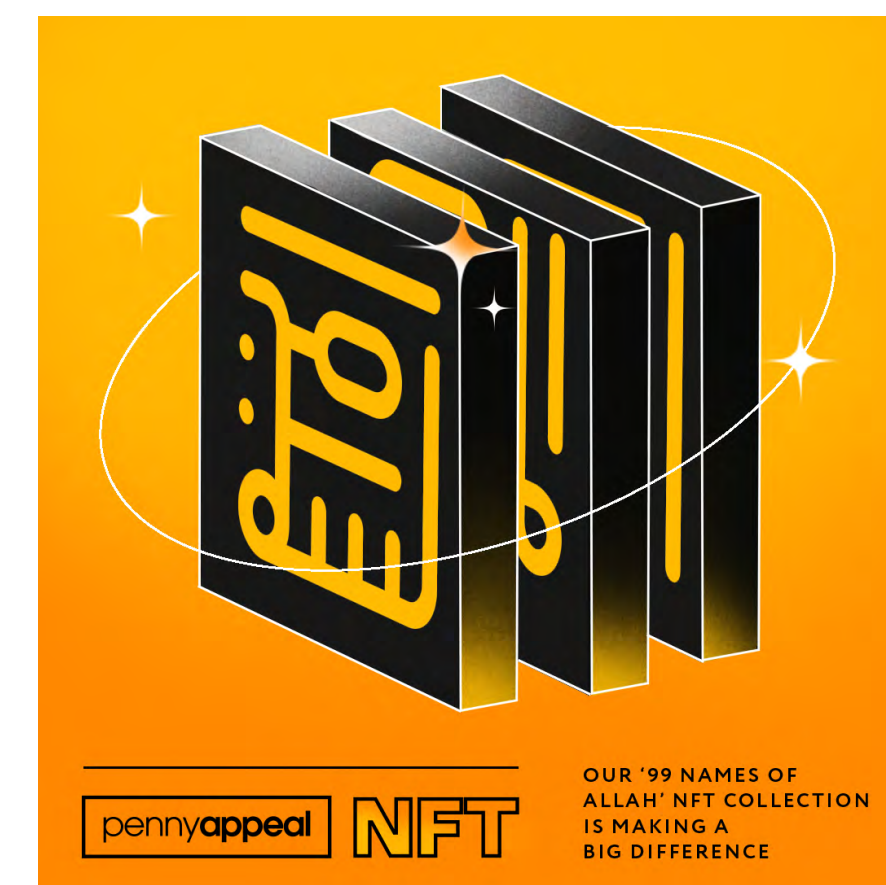
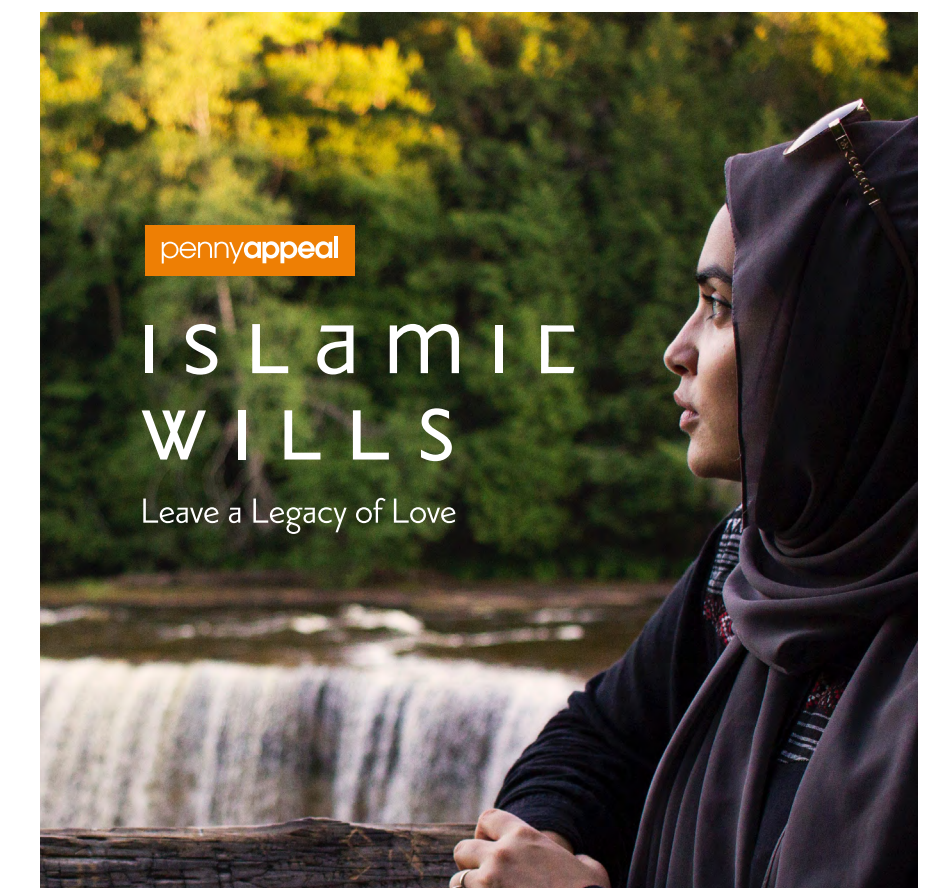
PALESTINE  
GIFT BOX



PENNY THE PRAYER  
BEAR AND BOOKS

# PROJECTS

Each of our national events have a unique design which relates to its theme. This is a specific case where the Penny Appeal brand is secondary to the event.





07.

# RESOURCES

Eribusti utem expelic tet el mint, con ra vitintur sapiend ignimolecus, nis rest, ut dolo oditest, quibusa ndionsed ut versperi ut lam eatecerio. Nem as natibusam quaeper eperiberchil in et eius molo consed ut officio to omnis vitatemquam, ut que odis aciis aut alictae eumque et volorum hitatur? Qui beatur remquis eum restio. Nem ideribus, exeria velitiis et et et lique nume poreres debitem explam aut voluptatus et es dellaborum, quatias et, et odi dellabo. Nemoluptat. Sa culparc hiciur simus, id et perspit faccusant reniet et officab oritas rehenda ndiaepe quibus explat il is et adipsam uscilique dolorempos mos magni volut de dolor

# ARTWORK ASSETS



# KEY MESSAGING DOCUMENTS



# ACCESSIBILITY



# CONTACT

