

The Catalyst 2030 Brand and Style Book

This guide is designed to help you prepare professional documents, marketing campaign materials, slide presentations, social media posts and other official reports and publications.



The Catalyst 2030 Brand and Style Book

Everything you need to know

Revision 27 July 2023

Contents

Introduction	3
The story of Catalyst 2030's brand identity	4
Elements of our brand	4
Our logo	4
Our tagline	4
Our fonts	4
Our colours	4
Documents and language	5
British English	5
Use of other languages	5
Our tone	5
Editing documents	5
Justifying text	5
Three or more items in sequence	6
Bullet and number lists	6
Numbers	7
Setting up documents	8
Page or paper sizes	8
Logo placement on a letter or document	8
C2030 colourful divider placement	8
How to name and save your document	8
Photographs graphics and images	9
General style guide and tips (A-Z)	10-15
Collaborating on C2030 documents and reports	16
Sharing during collaboration	16
Recommended process flow for developing documents/reports	16
Data collection conventions	16
Media	17
Reaching our audience/s	17
How to share your achievements with the media	17
Writing a press release	17-20
Boilerplate	20
Member stories	20
Social Media Guidelines	21-27
Website	28



Introduction

The Catalyst 2030 Brand and Style Guide is designed to help you prepare professional documents, marketing campaign materials, slide presentations, social media posts and other official reports and publications.

This guide is a holistic, practical and meticulous set of standards for how Catalyst 2030 (C2030) is presented both internally to its members and externally to the public. It references our best practice use of language, grammar, tone, visuals, spelling and more, and also provides links to useful templates. It is a 'living' document that will be amended and added to as we grow, as a helpful resource for all members.

The Catalyst 2030 Visual Brand Guide is a companion to this guide and goes into more detail for visual aspects of styling (such as colour values, which fonts to use and how to size and crop images).

Four reasons why Catalyst 2030 has a Brand and Style Guide

1. Consistency is key. Wherever Catalyst 2030 members are in the world, they will be able to share the same writing, branding and design guidelines. Inconsistency creates brand and message confusion.
2. Over time, consistency builds trust and brand awareness to help ensure our messaging relates to and supports our overall aim to accelerate the attainment of the Sustainable Development Goals (SDGs) through collaborative systems change approaches.
3. It provides guidance on how to best communicate in 'plain English' and determines our tone of communication with one another, our stakeholders and the public. This makes it easier to translate content into other languages.
4. It strengthens our visual identity and distinguishes Catalyst 2030 from other movements and NGOs and makes us instantly recognisable. This builds a positive perception of C2030 among members and non-members, including funders, allies and others.

The non-profit organisation, LESA Communications, is the official communications partner of Catalyst 2030. The LESA team and the Communications Working Group (Working Group 2 or WG2) are the custodians of the brand and the conduit through which all important C2030 communications, documents and reports must flow. LESA reports to WG2 and its email address is info@lesacommunications.org.



The story of Catalyst 2030's identity

Our brand is made up of all the elements that make up our organisational identity - our logo, our tagline and the colours we use. Our brand includes everything that we do that identifies us as unique and sets us apart from other organisations and networks.

Elements of our brand



Logo

Our logo is our most important visual identity. It is our signature; it does not change and it is not to be altered.

The Catalyst 2030 logo is designed to convey upward motion and energy. The vibrant colours reflect the four social entrepreneur fellowship organisations which supported the founding of the network - Ashoka, Echoing Green, Schwab Foundation and Skoll Foundation - plus the UN blue to signify cooperation and harmony. The dominant green represents nature and the environment.

There are logo options in white when you're placing it on a dark background. Please find the specific guidelines for the use of the logo by Chapters, Working Groups and for publications [here](#).

Logos can be downloaded [here](#).

Tagline

Collaborating to achieve the SDGs

Our tagline may be omitted when a smaller logo is needed like on a slide deck or on social media tiles. It is never changed, although it may be translated. A full guide is available [here](#).

Fonts

The fonts that we use are an important element in the brand's visual identity. They have been carefully chosen to complement each other and to tie our communications together. The fonts are all available from Google Fonts to ensure that all members can access them. Fonts also establish a visual hierarchy in our written communication and make our documents easier to read and understand.

The font guide is available [here](#).

Colours

A Catalyst 2030 colour guide is available [here](#).



Documents and Language

British English

Our documents, website and communications are written in British English. You can set your computer or your document to English (UK). Here's a helpful link to a guide that shows some of the differences between British and American English:

<https://albionlanguages.com/complete-guide-uk-us-english/>

The exception to this is when members in the USA are writing for an American audience **only**. If a publication will have a broader audience, then British English rules should be followed.

We recommend that you download [Grammarly](#) and set the dictionary to British English.

UK English applies to all spelling and punctuation. Your software may not be set to UK spelling so ignore the underlines for UK spelled words like colour, centre and programme, among others. It is best to set the spell check for the document to English UK.

Proper nouns like the Australian Labor Party or The Carter Center must not be changed. Keep proper nouns in their original spelling.

Use [non-discriminatory, gender neutral, inoffensive, inclusive language](#), or a disclaimer if the use of such language is unavoidable in the context. Refer to the [Progressive Style Guide](#) for more information.

Use of other languages

Members may communicate and present C2030 messages and documents in their mother tongue to reach the local target audience.

Tone

Humble audacity is one of [our values](#) and our written communication reflects this. The tone, voice and style of all content should be written in a way that is both professional and conversational. Make your sentences short and avoid jargon, flowery language and confusing words. Our rules about [dates](#), [times](#), [acronyms](#) and more are explained in more detail later in this guide.

Editing documents

The following points are important to keep in mind when writing and editing your documents. Reference [our A-Z of style basics](#) for other tips and guidelines.

Justifying text

Justifying your text gives it a more formal feel and is highly recommended, except for lists. Lists, even those that are full sentences, should not be justified but rather left aligned. (This document is such an example.)



Three or more items in a sequence

In British English, when there are three or more items in a sequence such as if our values were written in a sentence, there would be no comma before 'and'. For example:

Catalyst 2030's five values are people and nature at the centre, co-creative mindset, collaborative leadership, humble audacity and spirit of generosity.

Bullet and number lists

When including a list of items in your document or slide text, decide whether it makes more sense to use bullet points or numbers. Bulleted or numbered lists are an effective way to break down complicated information.

In slides and documents such as reports or media releases, breaking up content into bullet points makes it easier for the eye to read.

Bullet points should be brief. Avoid making them look like paragraphs. We recommend keeping the points simple and thinking of them as headlines.

Avoid using sub-bullets if possible and never use Roman numerals.

Bullets and numbers should not be larger than 100% of the text. Indent your list to make it stand out and do not use a colon in the heading. See the [Visual Brand Guide](#) for tips on styling and colouring bullets.

We use three styles for formatting bullet and number lists:

Style 1 – a list of short points

If the items in your list are short, no punctuation is required, although the first letter of the sentence should still be capitalised.

Our values (no colon)

- People and nature at the centre
- Co-creative mindset
- Collaborative leadership
- Humble audacity
- Spirit of generosity

Catalyst 2030's five values

1. People and nature at the centre
2. Co-creative mindset
3. Collaborative leadership
4. Humble audacity
5. Spirit of generosity



Style 2 - A list in which each point is a complete sentence

If the items in your list are full sentences, punctuate them as sentences, with a capital letter and a full stop/period. Use a colon as these are complete sentences.

These are facts about Catalyst 2030 that you might not know:

- It began as informal discussions on WhatsApp amongst social entrepreneurs of the four main fellowship organisations in Q2 2019.
- The name of the WhatsApp group was called “The Movement”.
- Formal discussions about the “The Movement” began via Zoom in mid-2019.
- The name Catalyst 2030 was agreed through a survey process with early members.

Style 3- A list which is a continuous sentence and makes up a complete sentence

Use a colon after the heading, a semicolon after each point and a full stop at the end to make it a complete sentence.

Some of the primary responsibilities of the position are:

- conducting internet research;
- the taking of meeting minutes; and
- interacting with our members in-person and via email.

Numbers

- Spell out numbers from one to ten.
- Write out numbers from 11 upwards.
- Use commas to express large numbers or currency: 1,234 or £16,000.
- Write out five million or 17 million people instead of 5m or 17m people for clarity.
- Write numbers for ages 10 or lower with dashes, use numbers from 11 upwards, such as ten-months-old or 11-year-old
- For groups: aged 18-29 years
- For pages: p 12 or pp 15-29
- Fractions should be spelled out such as two-thirds, a quarter, three-quarters



Setting up documents

See the [document/report templates](#) folder for preformatted starter documents.



Page or paper sizes

A4 paper (210 x 297) is used by most countries as the official or unofficial standard. The US and Canada use letter size (11 x 8.5 inches) as standard and official. Letter size is often used in Chile, Colombia, Costa Rica, Mexico, Panama, Guatemala, Dominican Republic and Philippines. If you are located in one of those countries and your audience is in those countries, then choose letter size.

Documents should be saved as Microsoft Word files, even if you are using free open-source word processing software, such as WPS Office, Google Docs, Libre Office or any other free software. This will ensure that documents can be opened and read by anyone, regardless of which word processing software programme they are using. Bear in mind that in under-resourced settings, some people may be using older versions of software, so do not automatically choose to save your documents as the latest version.

Logo placement on a letter or document

The logo goes in the upper left hand corner of the letter's front page only. Do not put logos on additional pages.

C2030 colourful divider placement

You may wish to include the [divider](#) at the bottom of some pages of a document.

How to name and save your document

The name of your document should be short and clear. The reader should easily be able to identify what it is about and not be confused. Include the date in day, month, year order and a draft number. Use a clean title for a final document.

Examples for draft documents:

Private sector funders in Brazil 28 02 22 draft 1.docx

Private sector funders in Brazil 19_03_22 draft 2.

Agriculture collaborations in Zambia 31-03-22 draft 6.docx

Examples for final versions:

Private sector funders in Brazil 28 02 2022.docx

Private sector funders in Brazil July 2022.docx



Photographs, graphics and images

The images that we choose in our communication materials must always respect the diversity of the communities that our members serve. When selecting a photograph, graphic or image, ask yourself the following questions:

- Is the image inclusive and reflective of diversity?
- Does it reflect the concerns of our members?
- Does the image belong to another person or organisation, meaning that there is copyright and fees could be incurred if you use it?
- If there is copyright in place and have you contacted the organisation to request permission to use it free of charge? Failure to do so can lead to an organisation later demanding that a photograph fee and penalties are paid for using it without permission.
- If permission has been granted to use the photograph, is it just once off permission, or can you use it again?
- If your photograph contains people, do you have permission to use it?
- Do you need to attribute the image to a photographer or organisation that it belongs to?
- Are there minor children depicted who can be identified in the image? If so, have you requested written permission from a parent or legal guardian? Failure to do this can result in legal challenges in some countries.

If you are not sure about the ownership of an image, try a reverse image search on [Tin Eye](#) or a similar app.

The following sites offer free images that can be used without attributing the creator:

- <https://unsplash.com/>
- <https://pixabay.com/>
- <https://nappy.co/>

More details on copyright and sourcing images; sizing and naming images for website use; how to crop images and where to find official C2030 graphics can be found [here](#).



General style guide and tips

Our A-Z Guide of Style Basics

Abbreviations and acronyms

All acronyms must be written out in full at first mention unless commonly known by the acronym such as:

UK, USA, UN, NATO, BBC, AIDS, DNA, FBI, FAQs

If in doubt, rather write out the organisation's name in full, with the abbreviation in brackets. Thereafter when you mention the organisation again in the document just the abbreviation can be used.

For example, the European Union (EU) has established an expert group on social economy and social enterprises. This EU initiative is expected to create a favourable environment for the social economy to flourish.

Catalyst 2030 can be abbreviated to C2030 after the first mention as an option.

Sustainable Development Goals can be abbreviated to SDGs (no apostrophe).

Active Voice

Write in the active voice and not the passive voice. Here are two examples of writing in the active voice:

Active: The social entrepreneurs wrote the report.
Passive: The detailed report was written by the social entrepreneurs

Active: The government decided to collaborate with the non-profit organisation.
Passive: A decision was taken by the government to collaborate with the non-profit organisation.

Note how writing in the active voice makes the message clear and concise. Check for the word "by" in your sentences and switch them to active voice.

Alphabetical order

Alphabetical order should be used for lists of countries, places or surnames of people.

Ampersands (&) and plus signs (+)

Ampersands and plus signs should be used sparingly or not at all. The use of 'and' is preferable unless it is a proper noun like M&C Saatchi.

Capital letters

Minimise use of capital letters. We are a collaborative, inclusive organisation. Our style is generally not to capitalise job titles or committee names. The exception would be when



they are needed for clarity. We refer to C2030 **Chapters** and **Working Groups** because not doing so could cause confusion.

Government departments should be written in full at first mention, for example, the Ministry of Entrepreneur Development (Malaysia) and thereafter the Malaysian entrepreneur development ministry.

Copyright

If you copy or adapt a figure, table, photograph, or other illustration from material already published by another publisher, you must get permission from the copyright holder and acknowledge their copyright. Not doing so could create legal problems for Catalyst 2030.

Currency

The US dollar symbol \$, the UK pound symbol £ and the euro € symbol can be expressed as symbols as they are well-known global currencies.

Ranges should be expressed \$1,000-\$2000. If there is any possibility of confusion you can use USD\$. For example, if you were to mention the Australian dollar, you would say AUD\$23.34, in Canada C\$23.34. Use full stops not commas when including cents.

It's €78 not 78 euros.

For other currencies spell it out and use the symbol abbreviation if relevant, for example:

- In Japan, the minimum wage is Japanese yen (¥) 930 per hour.
- In Kenya, the currency is expressed as KES100 or Ksh100.

If you are writing about a currency that may not be commonly known or traded, check the correct way to express it on Google.

Date and Time

Time zones: Please use CET (Central European Time) for meetings or events open to all members and add time zones as relevant to your audience. During Daylight Savings Time (end March to end October), you can state CET as CEST (Central European Summer Time). You can note other time zones, but state in CET first. The Secretariat is based in Amsterdam, which is CET.

This is a helpful time and date converter -

<https://www.timeanddate.com/worldclock/converter.html>

Date format

- No commas: day, month (spell out in full), year: 15 December 2022
- Avoid beginning a sentence with a date: 11 November 2022 is the date of the meeting. Rather say: The meeting will be held from 12–15 November 2022.
- When including a day: The meeting will be Friday, 11 November 2022.

Time format

- Catalyst uses a 12-hour clock and not a 24-hour clock.



- Time Format: 9:00 am, 11:30 am, 1:00 pm, 6:00 pm.
- Use a colon and not a full stop between hours and minutes.

The week starts on: Sunday as per most calendars
For **decades**, no apostrophe before the “s”: 1970s, the mid-1990s

Directions

north(ern), south(ern), east(ern), west(ern), northeast(ern), southwest(ern) but in the name of a country or a region the first letter will be capitalised. For example: North America, Southern Africa, Far East, Middle East, Western Europe.

Diversity

Images used in C2030 publications, including social media, should reflect the diversity of our membership.

Exclamation marks (!)

Fight the urge to use them. Almost nothing is exciting enough to warrant their use.

Email signatures

Never stretch or deform the C2030 logo. Email media@catalyst2030 to request an image with your personal details inserted correctly as part of the signature. Or view the template in the [Visual Brand Guide](#).

Headings

Do not use UPPERCASE (capital letters) for every letter in headings.

Hyphens

Use a hyphen to indicate a range or span of numbers. For example: We need 15-20 days to complete this. Worldwide and wellbeing are not hyphenated, but under-resourced is.

Italics

Use italics for titles of books, reports, movies and television programmes.

Length

Articles should not exceed 1200 words in total. Use short sentences and paragraphs. A paragraph should not comprise more than two or three sentences at the most. There is no restriction in length for blog posts, but if too long, people might not read it.

Lists

Lists of organisations, places and people should be ordered alphabetically. Lists of people are ordered by family name/surname and not first name. For example: Abdul Khan, Tumaini Ochieng, Jane Smith. If data is being recorded in a spreadsheet, the family name and first name should be in separate columns.

See how to format numbered and bulleted lists [here](#) or get styling tips and templates [here](#).



Non-discriminatory language

Age, disability status, racial or cultural background, sex and sexual orientation should be referred to only when directly relevant to the subject. Avoid depersonalising people by referring to them collectively as stereotypes or generalisations. For example: “the disabled” or “the elderly”.

Do not refer to people with an illness or a disability as victims or sufferers.

Use gender-neutral language which treats all people equally. Refer to the [Progressive Style Guide](#) for more information.

Numbers

- Spell out numbers from one to ten.
- Write out numbers from 11 upwards.
- Use commas to express large numbers or currency: 1,234 or £16,000.
- Write out five million or 17 million people instead of 5m or 17m people for clarity.
- Write numbers for ages 10 or lower with dashes, use numbers from 11 upwards, such as ten-months-old or 11-year-old.
- For groups: aged 18-29 years
- For pages: p 12 or pp 15-29
- Fractions should be spelled out such as two-thirds, a quarter, three-quarters

Percentage

Use figures and the percentage symbol % to express percentages, not “percent”.

PowerPoint Presentations or slide decks

PowerPoint or similar slide presentations are powerful tools that can be used in Zoom meetings or in-person. The use of slide presentations that contain summarised messages accompanied by images such as icons, photographs and infographics is highly encouraged. It is vital to keep our presentation standards high to uphold our professional [brand identity](#). Click [here](#) for a comprehensive guide on how to create a professional slide deck according to C2030 guidelines. You will note there are several slides that may not be tampered with.

Quotes

Use the double quote “...” for reported speech. Punctuation should be before the closed quote unless the quote is part of a sentence.

For example, “I am a social entrepreneur,” she said. In this example, the comma separates the quotation from the rest of the sentence, and therefore falls inside the quotation marks. He sounded so proud when he said, “I am a social entrepreneur”. In this example, the punctuation is for the sentence.

Sentence case for titles

Sentence cases must be used for titles/headlines across all media, with no full-stop at the end of the title. For example:

The world's most ambitious plan



Spelling

C2030 uses British English spelling. If in doubt, these are two helpful guides: [The Ultimate Guide to Writing in British](#) and the [Guardian and Observer style guide](#).

Commonly misspelled words spelled correctly			
✓ café	✓ categorise	✓ centre	✓ cheque
✓ colour	✓ COVID-19	✓ labour	✓ licence
✓ marginalise	✓ nonprofit	✓ organisation*	✓ peer-to-peer
✓ programme	✓ self-organising ✓ self-organised	✓ specialise	✓ standardise
✓ summarise	✓ underdeveloped	✓ utilise	✓ wellbeing
✓ worldwide	* Except where 'Organization' is part of the official name, like the World Health Organization or The Carter Center		

Singular

Companies, teams and organisations are all singular. So, C2030 should be referred to as an "it" because it is an organisation. Never refer to an organisation as they, them, or theirs.

Social Media

See the [Social Media Guidelines for Catalyst 2030 Chapters](#). This shows how to set up and manage various social media channels.

Also see [The Catalyst 2030 Visual Brand Guide](#) for information relating to correct use of our colours, fonts and logos, as well as information on copyright and sourcing images.

Sustainable Development Goals

Always written in title/uppercase. For example:

The 17 Sustainable Development Goals are a plan to achieve a better future for all.

At first mention, write Sustainable Development Goals (SDGS). You can refer to them as SDGs thereafter.

Follow the UNs [Guidelines for using SDG Graphics](#) if using the icons or SDG poster.



Telephone numbers

Always use the country code and use a space to separate the area code from the rest of the number. Don't use 00; use the + sign. Mobile phone numbers are expressed differently in various countries. Double check when in doubt. Examples include:

+44 1234 567890
+33 44 55 66 12
+91 9999999999
+27 83 567 8775

Not all countries have the same number of digits in their mobile phone numbers.

Temperatures

Temperatures are measured in Celsius. Use the degree symbol and a capital letter 20°C.

Time

Time is always quoted in Central European Time (CET) unless an event is for a local or regional audience. Use colons, not dots between hours and minutes (10:15 am). Avoid the use of 12 am or 12 pm - rather say midnight or midday to avoid confusion if possible.

Titles (people)

Ms

Mr

Dr

Professor, with Prof at second mention

Avoid the use of Mrs or Miss unless necessary, or in respect of individual wishes. Use Ms and Mr (no full stops/periods afterwards).

Titles (books and publications)

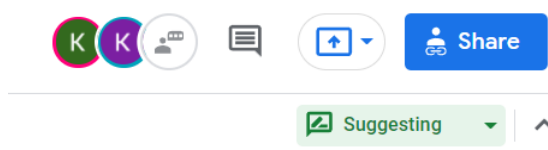
Titles of books should be italicised when referenced in text. Titles of short works like articles or reports should be put in quotation marks.



Collaborating on Catalyst 2030 documents and reports

Sharing during collaboration

Sharing, collaboration and co-creation form an important part of the C2030 DNA. Documents that are in the development stage should be worked on in a shared, online document, using Google Sheets, Docs and Slides.



- Remember to **sign into Google before beginning to work** on a document to avoid your comments being marked 'Anonymous'.
- **Click on 'Suggesting'** so that your changes are easily identified.
- When you are adding a comment, highlight a small portion rather than a full paragraph. **Add comments by clicking on the plus sign** in the document, rather than adding directly into the text. This avoids the danger of your comments being overlooked and inadvertently appearing in the final copy.



Recommended process flow for developing C2030 documents/reports

Owner/s create content as a shared Google document, using one of the [C2030 styled document/report templates](#).

1. Fact checking/collaboration (by document owner/creator/team).
2. Content sent for editing (depending on the document, and with prior agreement, [LESA may provide editing and design services](#). Fill in [this form](#) to request assistance. If you employ an external editor, please ensure that s/he has a copy of this guide as well as the [Catalyst 2030 Visual Brand Guide](#). This is a collaborative process, so editors may ask questions to gain clarity to inform editing decisions. The document owner will need to answer these questions.
3. The edited version is sent to a designer who works on the document.
4. Completed design is sent for proofreading.
5. Proofread design is returned to the owner (at this stage there shouldn't be major changes, only minor revisions).
6. If the document needs to be added to the C2030 website, fill in [this form](#) at least two weeks prior to the launch date.
7. If the work should be published on social media or in the C2030 monthly newsletter, email media@catalyst2030.net at least two weeks prior to the launch date to ensure inclusion and support.

Data collection conventions

When the collection and organisation of data is standardised, it can ensure the information obtained has longevity and is more useful. If data is being collected as part of a C2030 project, please ensure that

- Dates, times and other elements are standardised.
- All data must be collated in alphabetical order wherever possible.
- Lists of organisations, places and people should be ordered alphabetically. Lists of people are ordered by family name/surname and not first name. For example: Abdul, Khan, Jane Smith, Tumaini Ochieng. If data is being recorded in a spreadsheet, the family name and first name should be in separate columns.



Media

Reaching our audience/s

The LESA communications team handles Catalyst 2030's public content and social media. However, it is also important that you tell your own stories and reach your own audiences.

How to share your achievements with the media

If you already have relationships with journalists in your community then we ask that you reach out to them often to explain what your organisation is achieving, or to tell them about a successful Catalyst collaboration in your country or region.

If you don't already have a relationship with local journalists, remember that they are always hungry for information. Journalists are looking for stories that will appeal to their audiences and you can help them to find interesting stories. Share your passion, but don't make any demands and you are more likely to get a positive response.

Look at your local radio, TV and publications (online and print) and identify the journalists who are most likely to share your story. Prepare one or two brief points to inspire them to find out more from you. Send the journalists an email highlighting these points and one or two possible story ideas, and then follow up with a phone call to find out if the email has been received and whether the journalists would like more information or to meet you to discuss the possible stories further.

Writing a press release

Step 1: What should be included?

What is the challenge that your organisation was established to solve? Can the challenge be made more real by linking it to the story of a real person? Many social entrepreneurs were galvanised to action because of an encounter with someone who touched their heart. If you can tell that story and share your passion, your chances of inspiring a journalist to share it with their audience increases dramatically.

Defining the challenge: Briefly describe the problem you're solving by talking about a real person. Here is an example that can be adapted:


Define the challenge: Esther lives in a rural Kenyan village. She is worried about her children's education and that they have to walk for hours on dangerous roads to get to school. When they get home, they are tired and she knows that they struggle to do their homework along with the help that she needs from them in the house. She feels isolated and powerless.

Outline the solution: My organisation designs, manufactures and partners with NGOs to distribute robust bicycles for rural roads with special tyres and seats that are appropriate for children in sub-Saharan Africa. We are working closely with community leaders and local and regional governments to roll out ways to make children's transport, to and from school safely.



Call to action: I am a member of Catalyst 2030, a global network of social innovators who are working in communities and with governments and corporations to ensure that the Sustainable Development Goals are met by 2030. We want to ensure that people like Esther and her children can experience a different future, so we are doing xxx ...

Step 2: Writing the press release



Contact: [Your Name]
[Your Title]
[Your Email]

Press Release

Date of Issue: 1 April 2023
For immediate publication / or / Embargoed until [date here]

Eye-catching headline here in Calibri 23 pt.
One or two highlights to catch the eye in Calibri 12pt, italic

For example: More than 1000 leading social innovators are expected to attend Catalysing Change Week 2023.

[Place and date] London, April 2023 - Who, what, where, when, why, how... briefly introduce the topic of the press release with some key points, in 30 words or less. Use an interesting statistic or shocking fact to catch the attention of the reader. Use Calibri 11pt.

The second paragraph should expand on the first, giving more context.

The third paragraph is for positioning - explain who you are representing and what makes them a credible source.

Use quotes whenever possible rather than long explanations. Quotes personalise the release and add credibility. For example: "The findings of the first People's Report survey are a grim reminder of the challenges we face and of the fact that governments alone cannot make the changes that are needed. They need systems social entrepreneurs to work with them, hand-in-hand as key allies to bring about change," said Jerroo Billimoria, co-founder of Catalyst 2030.

End the release with a call to action and a link to the website if possible.

/ends

Notes for editors [Add notes for editors here - refer to the style guide for most recent wording. Use Calibri 11pt.]

Catalyst 2030 is a global movement of social innovators from all sectors who share the common goal of creating innovative, people-centric approaches to advance the Sustainable Development Goals by 2030.

Joining forces with communities, governments, businesses and others, Catalyst 2030 members are changing systems at all levels through collective action and bold, new strategies.

Launched at the World Economic Forum in January 2020, Catalyst 2030 comprises more than 3000 proven social innovators who are active in over 124 countries and who directly reach an estimated two billion people. [Check the latest numbers on the website]

Website address: <https://catalyst2030.net/>

You can access a stand alone press release template [here](#) or on the following page.





Contact: [Your Name]
[Your Title]
[Your Email]

Press Release

Date of Issue: 1 April 2023
For immediate publication / or / Embargoed until [date here]

Eye-catching headline here in Calibri 23 pt.

One or two highlights to catch the eye in Calibri 12pt, italic

For example: More than 1000 leading social innovators are expected to attend Catalysing Change Week 2023.

[Place and date] London, April 2023 - Who, what, where, when, why, how... briefly introduce the topic of the press release with some key points, in 30 words or less. Use an interesting statistic or shocking fact to catch the attention of the reader. Use Calibri 11pt.

The second paragraph should expand on the first, giving more context.

The third paragraph is for positioning - explain who you are representing and what makes them a credible source.

Use quotes whenever possible rather than long explanations. Quotes personalise the release and add credibility. For example: "The findings of the first People's Report survey are a grim reminder of the challenges we face and of the fact that governments alone cannot make the changes that are needed. They need systems social entrepreneurs to work with them, hand-in-hand as key allies to bring about change," said Jeroo Billimoria, co-founder of Catalyst 2030.

End the release with a call to action and a link to the website if possible.

/ends

Notes for editors

Add your boilerplate here - refer to style guide wording.
You can add a chapter-specific description here too.



Boilerplate

A boilerplate is a brief, standardised paragraph at the end of a press release that provides journalists with high-level background information on your organisation or chapter.

At the end of all press releases please include the following wording:

Notes for editors

Catalyst 2030 is a fast-growing, global movement of social entrepreneurs and social innovators from all sectors who share the common goal of creating innovative, people-centred, community-led approaches to advance the Sustainable Development Goals. Joining forces with communities, governments, businesses and others, Catalyst 2030 members are changing systems at all levels through collective action and bold, new strategies.

The movement was launched at the World Economic Forum in January 2020. Today Catalyst 2030 comprises **3600** proven social innovators and 2010 member organisations and is active in **124** countries, directly reaching an estimated one billion people. Through the establishment of Country Chapters (**43** so far) and Regional Chapters (**six**), Catalyst 2030 is creating collaborative innovation ecosystems across the globe.

Website address: <https://catalyst2030.net/>

For more information about the work of Catalyst 2030, or to arrange an interview, please contact Nwando Ajene at nwando@catalyst2030.net.

NOTES:

1. Check the latest numbers on the website and update before sending press release.
2. Press releases need to be submitted to LESA Communications for review and confirmation, before distribution.

It is vital that you share details of the coverage obtained with the LESA team once you have been interviewed by the media. They will make sure that it reaches a wider global audience through our social media and other network channels. Email media@catalyst2030.org.



Member stories

On the second Thursday of each month C2030 issues a newsletter, which includes up to four member stories. These stories are also included on our website [here](#).

If you would like to be featured in the newsletter, email media@catalyst2030.net and fill in the 'member stories form' in [English](#) or [Spanish](#).



Social Media Guidelines for Catalyst 2030 Chapters

The social media channels of Facebook, Twitter, LinkedIn and Instagram are options for your Chapter to consider. TikTok, although popular in some regions, isn't a channel that Catalyst 2030 is using yet and we ask that you refrain from using it as an official Chapter channel at this stage.

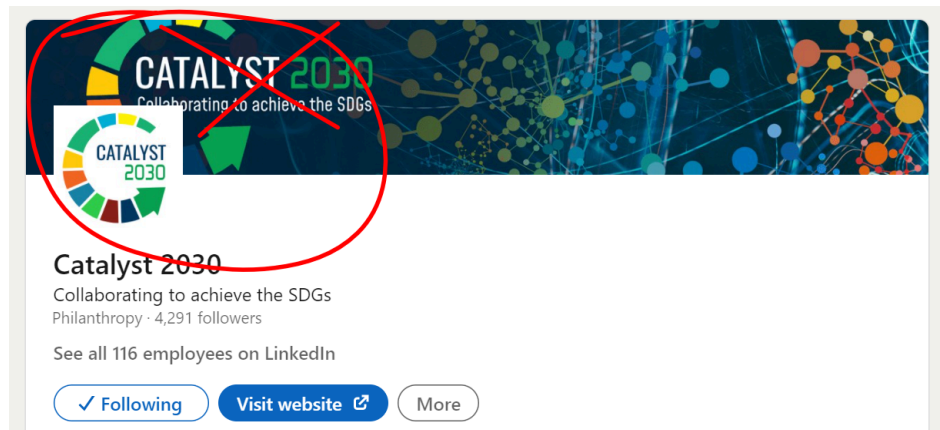
Social media provides a wonderful opportunity to publicise the positive activities, events, collaborations, achievements and projects that your members are involved in. C2030 exists to accelerate the SDGs, so focus on any of the 17 goals as much as possible and use the main Catalyst channels as a guide.

How to Set Up Social Media Accounts for your Chapter

When a Chapter wants to set up its own social media account(s), please note the following steps need to be taken:

1. **Select a Communications Manager:** Appoint a communications person from within the Chapter to be in charge of social media and introduce them to media@catalyst2030.net.
2. **Define protocols and strategy:** who is allowed to post; how quickly you will react to comments; who must approve posts and the procedure for replying to controversial comments and trolls. This document must be shared with media@catalyst2030.net.
3. **Language Policy:** Catalyst 2030 uses English (UK) officially, but local Chapters may post in their language of choice.
4. **Adhere to Catalyst 2030 Style:** View these [social media channel examples](#) that demonstrate how each Chapter's social media channels should be set up according to the below guidelines.
 - 4.1. For consistency across social media channels and within the Catalyst 2030 network, name your channels in the following way:
Catalyst_2030_[country/region]
 - 4.2. The full-colour Catalyst 2030 social media logo must be used as the profile picture for all Catalyst 2030 social media channels. It can be downloaded [here](#).
 - 4.3. Ensure that the banner/cover image is in the [Catalyst 2030 style](#) if preparing your own graphic, or use the generic C2030 banner image [here](#). The use of different, temporary banners for special events is also encouraged. It is not necessary to have the Catalyst 2030 logo in the banner image as the logo will already be visible as the profile picture.





- 4.4. Add the following description to all your social media channels (Replace the brackets with the name of your Chapter's country or region):
Official Catalyst 2030 Chapter collaborating to achieve the SDGs in [country/region]
The description can be translated into the language that the Chapter uses for its social media.
- 4.5. Link to the global [Catalyst 2030 website](#) or to your Chapter website (if applicable).

Ethical and Legal Guidelines to Consider before Posting on Social Media

1. Avoid political commentary or discussion about potentially controversial topics unless they are directly related to the SDGs and your members. In some countries being critical of the government is not problematic, in others, it can land you in hot water.
2. Remember, what you say in your social media reaches an international audience. Before you post or comment, think about whether it could have an adverse implication for other members or Chapters.
3. Be culturally and socially sensitive. What is funny or permissible in one culture may be taboo in another. Be aware of religious, racial and gender sensitivities.
4. Be aware that anything negative or critical that you say about an individual, a business or an organisation can have serious legal and financial consequences for the person who posted the comment, the Chapter and Catalyst2030. Individuals and organisations globally have been sued for millions of dollars in various defamation/libel suits and it is best to learn from their mistakes. If you do need to post negative or critical comments, ensure that these are true and that you have evidence to back up your claims and that it is in the public interest to expose the negative information or publish the fair comment. Any negative posts that lower the reputation/good name in society of an individual or an organisation should not be posted, unless you have documentary evidence that factually backs the claims. If you have any doubts regarding these types of comments, seek advice from the Secretariat before posting online.

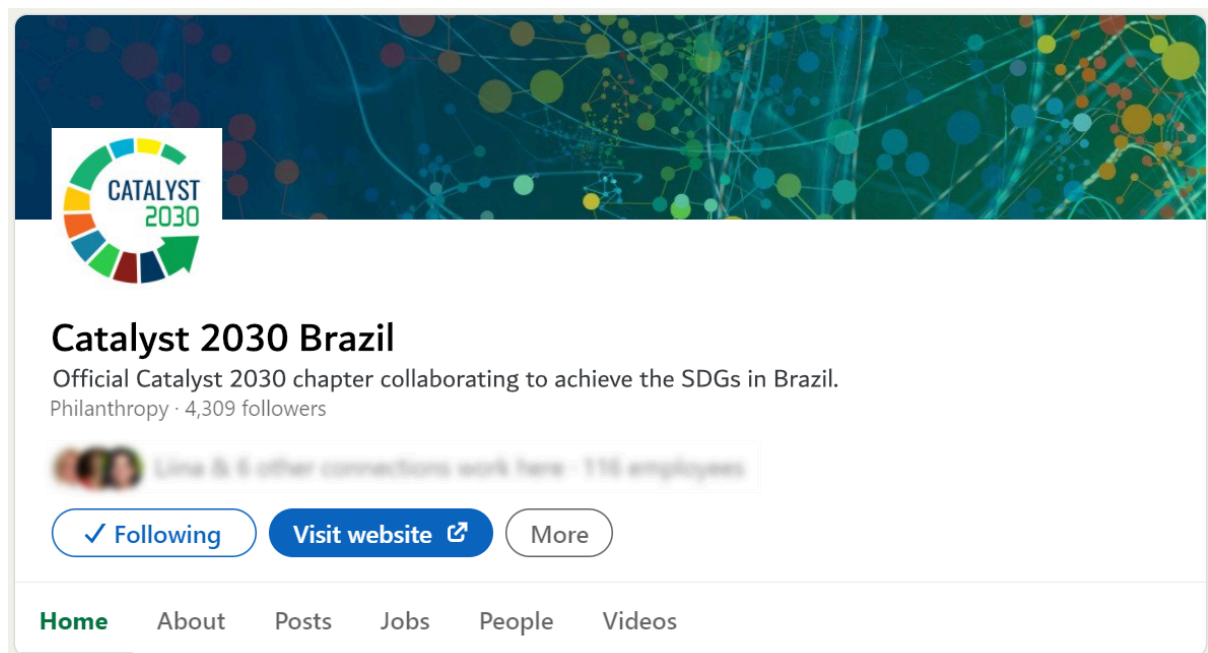


Practical Points

1. Check spelling and grammar before posting.
2. The global Catalyst 2030 team will produce graphics that mark upcoming international campaign days for your translation and use at the beginning of each month.
3. Remember to tag @C2030 in all your posts so that they will be amplified to the global audience.
4. Follow the analytics for each channel to find out what types of posts are working best and gaining the most engagement online. A correct understanding and use of analytics data is essential to help you to amplify your social media presence.

Social Media Channel Examples

LinkedIn



LinkedIn handle: Catalyst2030-[region/country]

Description: Official Catalyst 2030 Chapter collaborating to achieve the SDGs in [country/region]

Logo: [download here](#)

Banner/Cover size: 1584 x 396 px (personal account size - this will crop on a business account, so be sure to keep the banner generic with no text that can be cut off, or if there is text, keep it in the centre of the graphic.)



Twitter



The image shows a Twitter profile for Catalyst 2030 Brazil. The header features a banner with a network diagram of colorful nodes and lines. Below the banner is the Catalyst 2030 logo, which is a circular graphic with segments in various colors (blue, green, yellow, orange, red, purple) and the text 'CATALYST 2030'. To the right of the logo are icons for a menu, direct message, and notifications, along with a 'Following' button. The profile name is 'Catalyst 2030 Brazil' with the handle '@Catalyst2030-Brazil'. The bio reads 'Official Catalyst 2030 chapter collaborating to achieve the SDGs in Brazil.' At the bottom, there is a website link 'catalyst2030.net' and a join date 'Joined January 2020'.

Twitter handle: Catalyst2030-[region/country]

Description: Official Catalyst 2030 Chapter collaborating to achieve the SDGs in [country/region]

Logo: [download here](#)

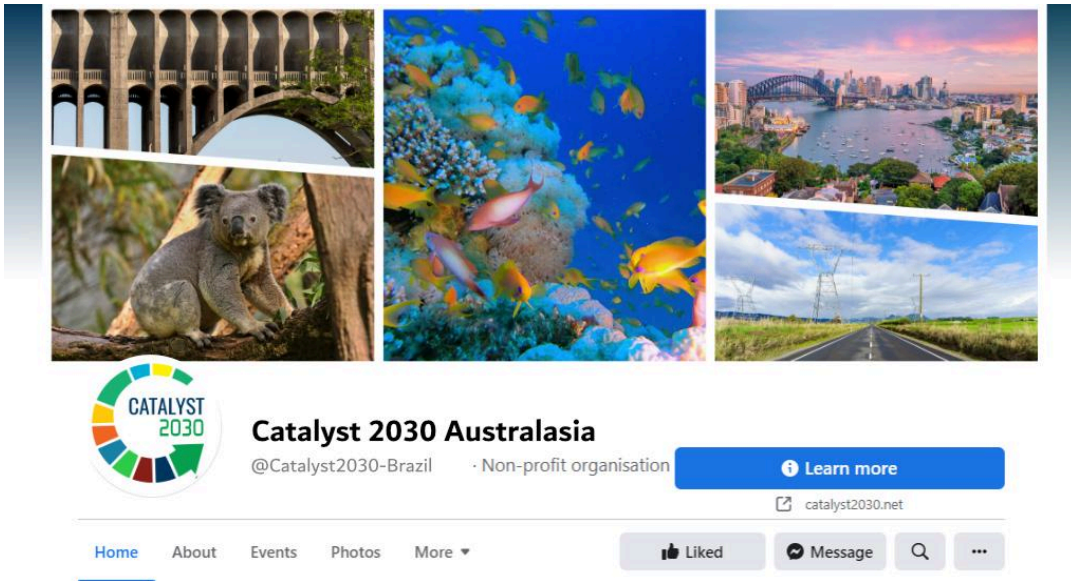
Banner/Cover size: 1500 x 500px

Facebook



The image shows a Facebook profile for Catalyst 2030 Brazil. The header features a banner with a network diagram of colorful nodes and lines. Below the banner is the Catalyst 2030 logo, which is a circular graphic with segments in various colors (blue, green, yellow, orange, red, purple) and the text 'CATALYST 2030'. To the right of the logo is the profile name 'Catalyst 2030 Brazil' with the handle '@Catalyst2030-Brazil' and the text 'Non-profit organisation'. Below the name is a blue 'Learn more' button and a website link 'catalyst2030.net'. At the bottom, there is a navigation bar with 'Home', 'About', 'Events', 'Photos', and 'More' options, and a row of buttons for 'Liked', 'Message', and search.





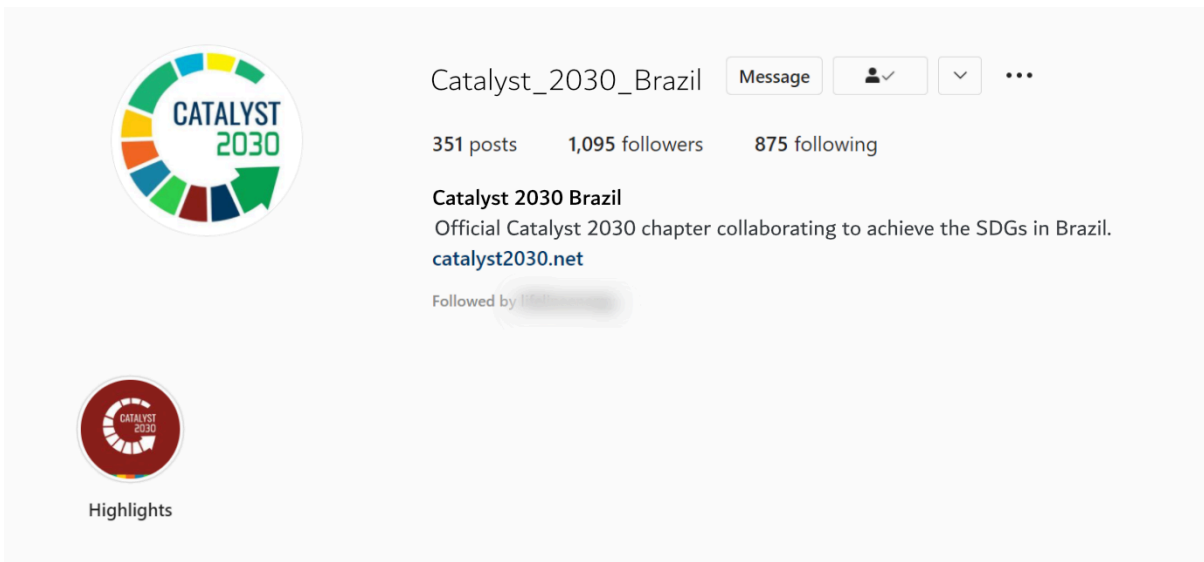
Facebook handle: [facebook.com/ Catalyst2030-\[region/country\]](https://facebook.com/Catalyst2030-[region/country])

Description: Official Catalyst 2030 Chapter collaborating to achieve the SDGs in [country/region]

Logo: [download here](#)

Banner/Cover size: 851 x 315px

Instagram



Instagram handle: [Catalyst2030-\[region/country\]](https://Catalyst2030-[region/country])

Description: Official Catalyst 2030 Chapter collaborating to achieve the SDGs in [country/region]

Logo: [download here](#)

Banner/Cover size: no banner image



Social Media Graphics

Less is more when it comes to designing and selecting graphics for social media channels. If text can't be read comfortably on a phone, it shouldn't appear in the graphic. The graphic component of the post should immediately grab the viewer's attention. The full details can be added in the caption accompanying the post. People will read the caption if the graphic grabs them.

Please see [The Catalyst 2030 Visual Brand Guide](#) for information relating to correct use of our colours, fonts and logos, as well as information on copyright and sourcing images.

Posting Schedule

Suggested posting schedule for a global audience. Your Chapter's time zone might be different and not all social media channels might be right for your Chapter.

	Facebook	Twitter	Instagram	LinkedIn
Post frequency	2 - 3 times / week	3 - 4 times/ week	2 - 3 times / week	3 - 4 times/week
Posting times	2pm CET, or local time depending on content	2pm CET, or local time depending on content	2pm CET, or local time depending on content	2pm CET, or local time depending on content
Templates	Square https://docs.google.com/presentation/d/1pBb_EDcGNVeusuKO3wHunfBuAfANQZvX/edit#slide=id.gf9b07dbf2e_0_0	Landscape -	Square https://docs.google.com/presentation/d/1pBb_EDcGNVeusuKO3wHunfBuAfANQZvX/edit#slide=id.gf9b07dbf2e_0_0	Landscape -
International days	https://docs.google.com/presentation/d/11RyUrvISeFc_dVbS85WsqitxzBdDWinMR6wyY5llaFc/edit#slide=id.ge9e38b1833_0_12	-	-	-



Fonts and logos	https://drive.google.com/drive/folders/1EkqpZhKyPpeRKFR-LUGiNpvZMA8U_ent	-	-	-
------------------------	---	---	---	---

Common C2030 hashtags

- #SDGs
- #CatalysingChange
- #Catalyst2030
- #socent
- #changemakers
- #sustainabledevelopment
- #socialinnovation
- #socialchange
- #systemschange
- #C2030
- #SDG1 (or the particular SDG being addressed)

Please tag C2030 in all your social media content and we will share it with our audiences where appropriate.

Catalyst 2030 Social Media Channels

Instagram:	catalyst_2030	https://www.instagram.com/catalyst_2030/
Facebook:	Catalyst 2030	https://www.facebook.com/Catalyst2030
LinkedIn:	Catalyst 2030	https://www.linkedin.com/company/catalyst-2030
Twitter:	catalyst_2030	https://twitter.com/Catalyst_2030
YouTube:	Catalyst 2030	https://www.youtube.com/c/catalyst2030



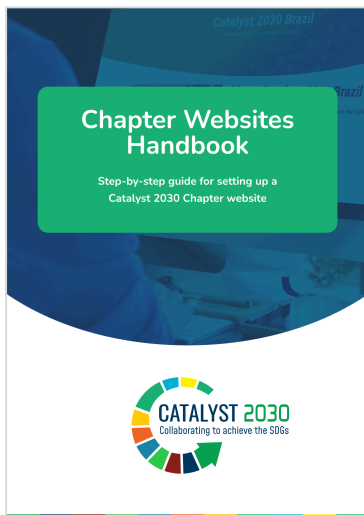
Website

LESA Communications manages and maintains the C2030 websites. See [requesting support from LESA Communications](#) if you have website requests or queries.

Chapter and entity websites

Chapter and Entity (special project) websites will be created in C2030 subdomains of the parent site. No stand-alone websites may be created. All websites must conform to the style and branding of the [parent site](#) and permission must be obtained before building a Catalyst 2030 affiliated website.

- C2030 websites will be created in C2030 subdomains. Chapters will therefore not need to pay for website and domain hosting fees.
- Starter websites will be set up by the official Catalyst 2030 web designer, using a zipped website with a collection of standard Catalyst 2030 pages. These will then be customised.
- Catalyst sites are built with the WordPress.org framework, using a Divi Theme Builder child theme.
- Chapter sites may be translated into other languages by the chapters.
- Chapters will be responsible for maintaining and updating their sites together with the Regional Chapter Coordinators, who will be trained to manage chapter websites (in case there is no one available for this within the chapter).
- Chapters can approach the Chapter Coordinator to request their own website/blog.
- [The Catalyst 2030 Visual Style Guide](#) contains information on website image cropping, sizing and compression.



Full Guidelines and tutorials can be found [here](#).

