

Board of Trustees
19 June 2025

Refers to
agenda items 2.1

Agenda item 2.1: Charter of Values and Global Rebrand Update

Summary: In November 2023, the General Assembly approved the ‘Come Together Strategy’ and agreed to the development of a Charter of Values and consideration of the renewal of IPPF’s global brand. The outputs of this Identity initiative have been reviewed and refined through a process that has included Member Associations (MAs), a Charter Guiding Group, the Rebrand Advisory Committee, a pool of external experts, the DLT, C-SIP and the Board of Trustees, leading toward the creation of a final package that can be shared at the General Assembly in November 2025, where members will vote to adopt the Charter of Values.

The brand directions are now in their final draft and the Brand Working Group has been engaged on the selection of proposed names with developing shortlist, a pending recommendation, and concerns of a name change in the given political climate. An indicative vote of the Draft Charter of Values is underway, with Member Associations (MAs) signalling support for the Charter.

Action Required:

1. The Board receives the [Identity Initiative package](#), including the two Brand directions, accompanied by two designed versions of the Charter of Values.
2. The Board provides feedback on the brand directions and **decides** on the way forward.
3. The Board notes the progress and concerns of the Brand Working Group on the proposed name shortlisting exercise, the emerging proposed names and decides on the way forward.

1. IDENTITY INITIATIVE PACKAGE

The team has created two distinct Identity Initiative packages. Each package includes:

- **Brand Direction:** A comprehensive guide to the visual and verbal identity elements designed to strengthen connection and recognition, communicate with clarity, build trust, and differentiate the federation—both now and into the future.
- **Charter of Values:** The BoT-approved text (March 15) rendered in each Brand Direction’s visual style, ensuring cohesion between our values and our look.

2. GLOBAL REBRAND

a. Brand Directions

The two brand directions have commonalities in purpose and application, but differentiation in tension focus and brand elements. Anchored in IPPF’s Charter of Values, both directions ensure a unified, progressive voice for the Federation and are representative of a fully realized brand ecosystem.

i. Brand Direction 1

[Brand Direction 1](#) is vision-led. The direction is human-centric with amplification of optimism, and hope which were highlighted in the research as a pillar in times of adversity. The invitational direction reflects resilience and humanity which are at the heart of our work. It leverages powerful,

inclusive photography and direct messaging to convey a range of themes – striking a balance between simplicity and emotional depth. The different image treatments and messaging framework support the toning up or down of the direction depending on the need and context.

ii. Brand Direction 2

[Brand Direction 2](#) is mission-led, with amplification of justice, unity, solidarity, and dignity for all, employing strong visuals and bold tones to reflect urgency and advocacy. The brand direction is striking and unique. The brand direction is versatile with different applications and treatments to accommodate a wide range of subject communications. A value-based narrative serves as the backbone of the framework.

3. RENAME

The team has been working with the Brand Work Group to identify potential new names that capture our Identity. A strong preference to retain the current name or potentially recast the words has emerged in the engagement with a notably decreased appetite for a new name due to the drastic change in the given political climate. The importance of recognition and brand equity has been highlighted. Despite the strong hesitance of the Working Group, and a need for greater consensus, three names have been shortlisted in the on-going exercise.

1. Together - The Together Federation
2. Dignify International/Federation/Global
3. Enduring International/Federation/Global

4. CHARTER OF VALUES - Indicative Vote

The Charter of Values Draft 1 was revised to reflect the feedback provided by trustees after the in-depth session on 17 February 2025. This updated draft was subsequently approved at Board of Trustee Meeting on 15 March. Following endorsement, [the draft was translated](#) and shared with all MAs for an indicative vote, held until late May.

Preliminary results indicate that MAs are overwhelmingly prepared to adopt the Charter in its current form at the upcoming General Assembly. In their feedback, MAs state that they “100% agree”, that the Charter is “positive, brave and bold”, “inclusive”, “clear and easy to understand” and “purposeful and emotionally resonant”. As voting progresses, expectation is that this tendency will persist and that the Charter will go to the GA as it currently stands. Results, along with any recommendations for changes based on feedback, will be communicated to the Board by email on June 3rd, 2025 at the latest.

The voting process mirrors that used for the Strategy 2023-2028. Indicative voting and has benefitted from the continued support of regional directors, and architects of change.

5. APPROVAL AND NEXT STEPS

After approval of the Brand Directions by BoT, the team will engage the Federation in a sensitisation period in the lead up to the General Assembly. A series of online events will be held between July and October. Supporting documents will be prepared and made available via the MA Forum and General Assembly documentation to develop a sense of MA ownership for the Charter of Values and familiarity with the agreed Brand Direction.