

# Counterpart International Building Strong Relationships

## MISSION STATEMENT

The mission of Counterpart International is to empower people to implement innovative and enduring solutions to social, economic and environmental challenges.

## BRAND PROMISE

Enduring Impact.

ENDURING IMPACT



**Enduring Impact:** empowering every community we serve with the ability to create lasting change and build true self-sufficiency.

**Innovation** speaks to how we are a learning organization, constantly improving all we do; we won't settle for good enough.

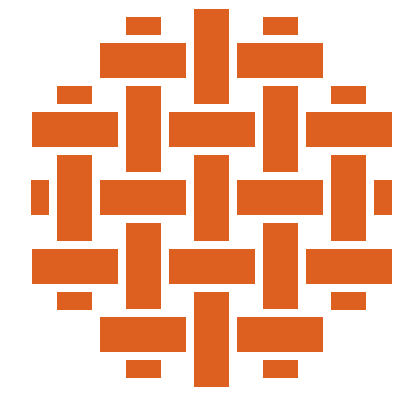
**In Partnership** is the guiding belief that we cannot and will not do this work alone.

**Responsible Stewards** captures our commitment to the careful management of our resources, as well as the value, accountability and return on investment our partners can expect from our work.

## TARGET AUDIENCE

- Funders
- Partners/peers
- Local stakeholders
- Thought leaders
- Development-minded media consumers

**COUNTERPART INTERNATIONAL**  
In partnership for results that last.

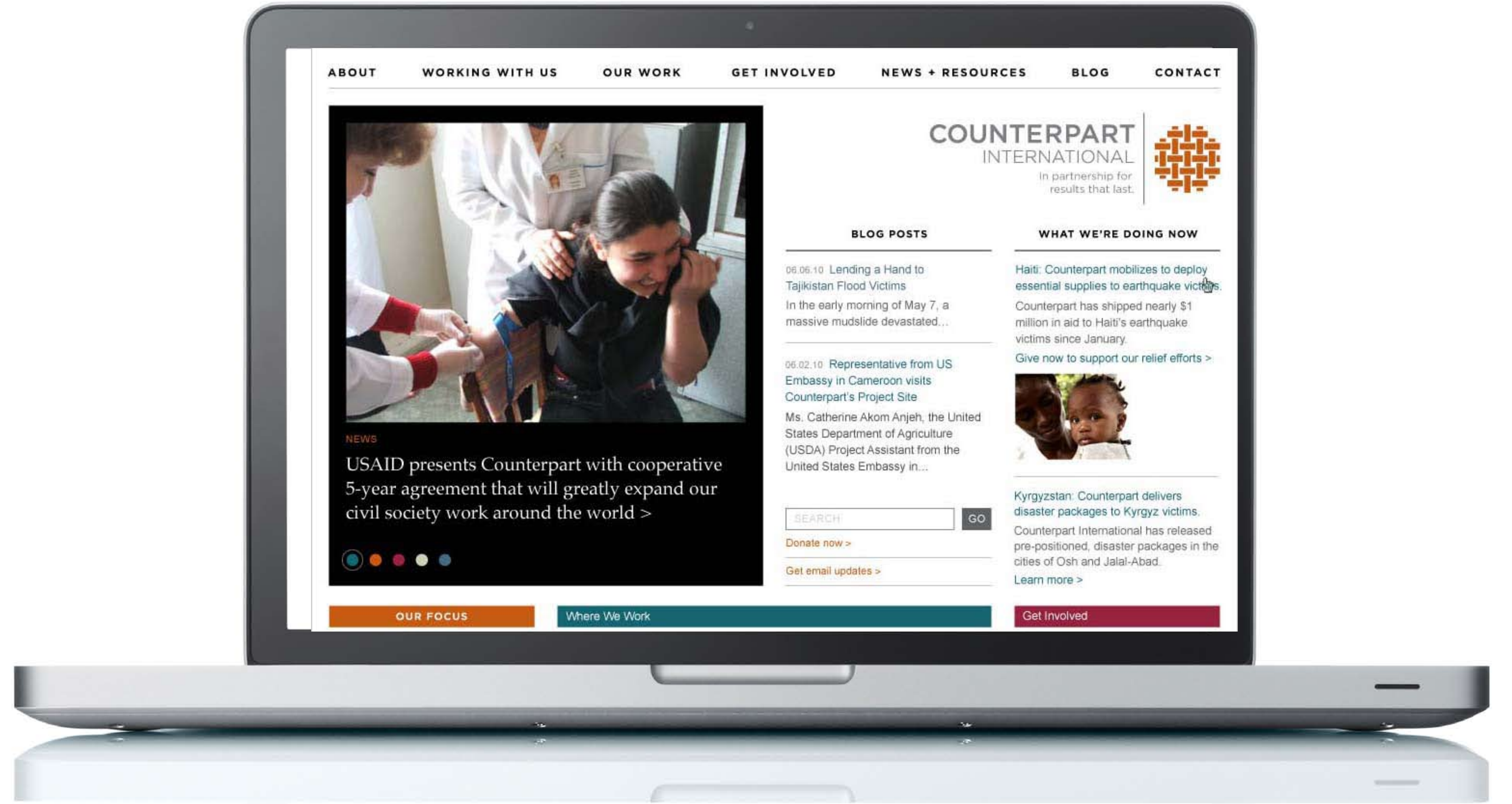


## POSITIONING STATEMENT

Counterpart is an international nonprofit development organization that works in partnership with people and communities worldwide to build sustainable solutions to shared challenges. We work in partnership to create the infrastructure necessary for lasting and true self-reliance by focusing on three core objectives: economic development; food security and nutrition; effective governance and institutions.

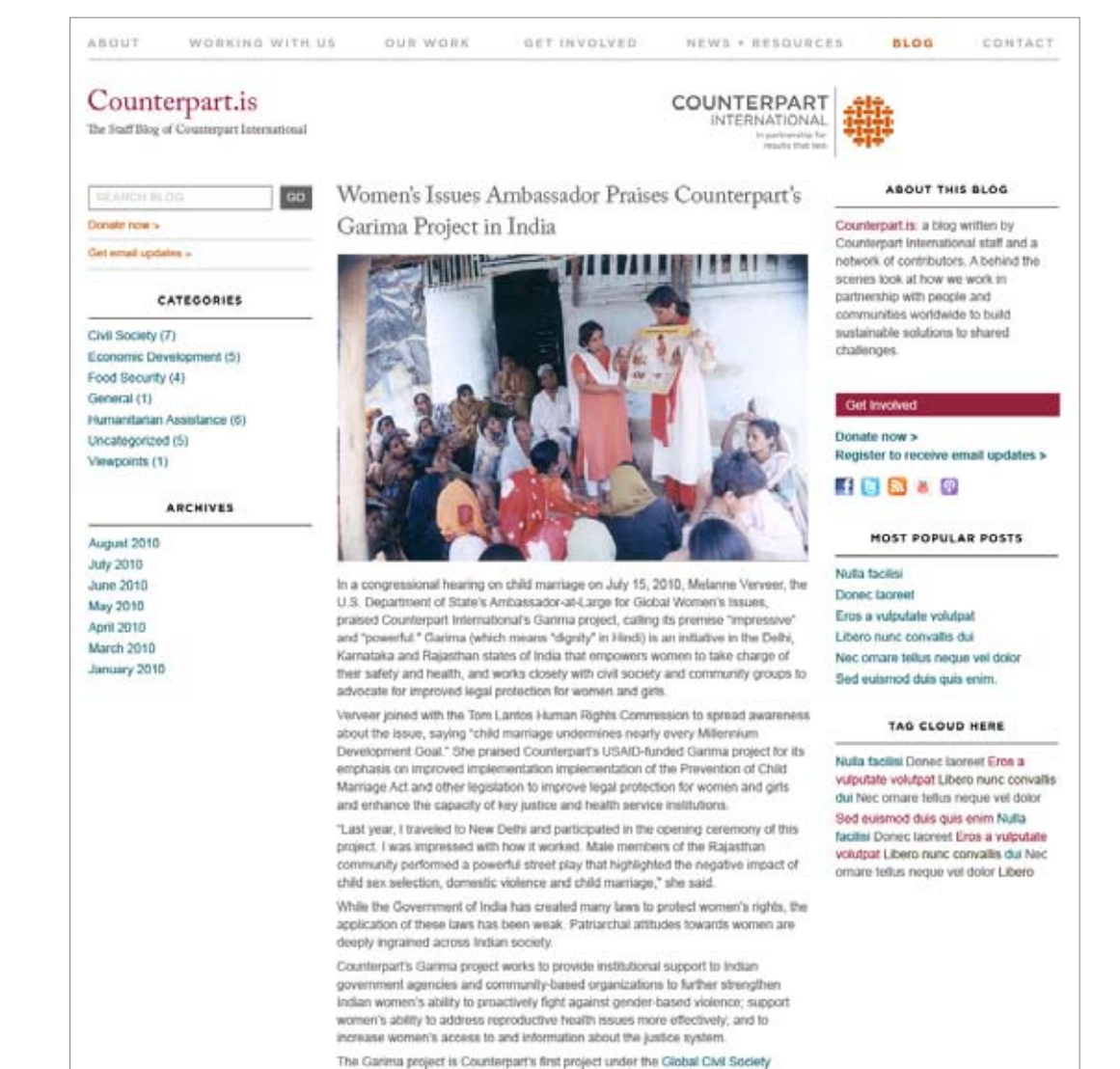
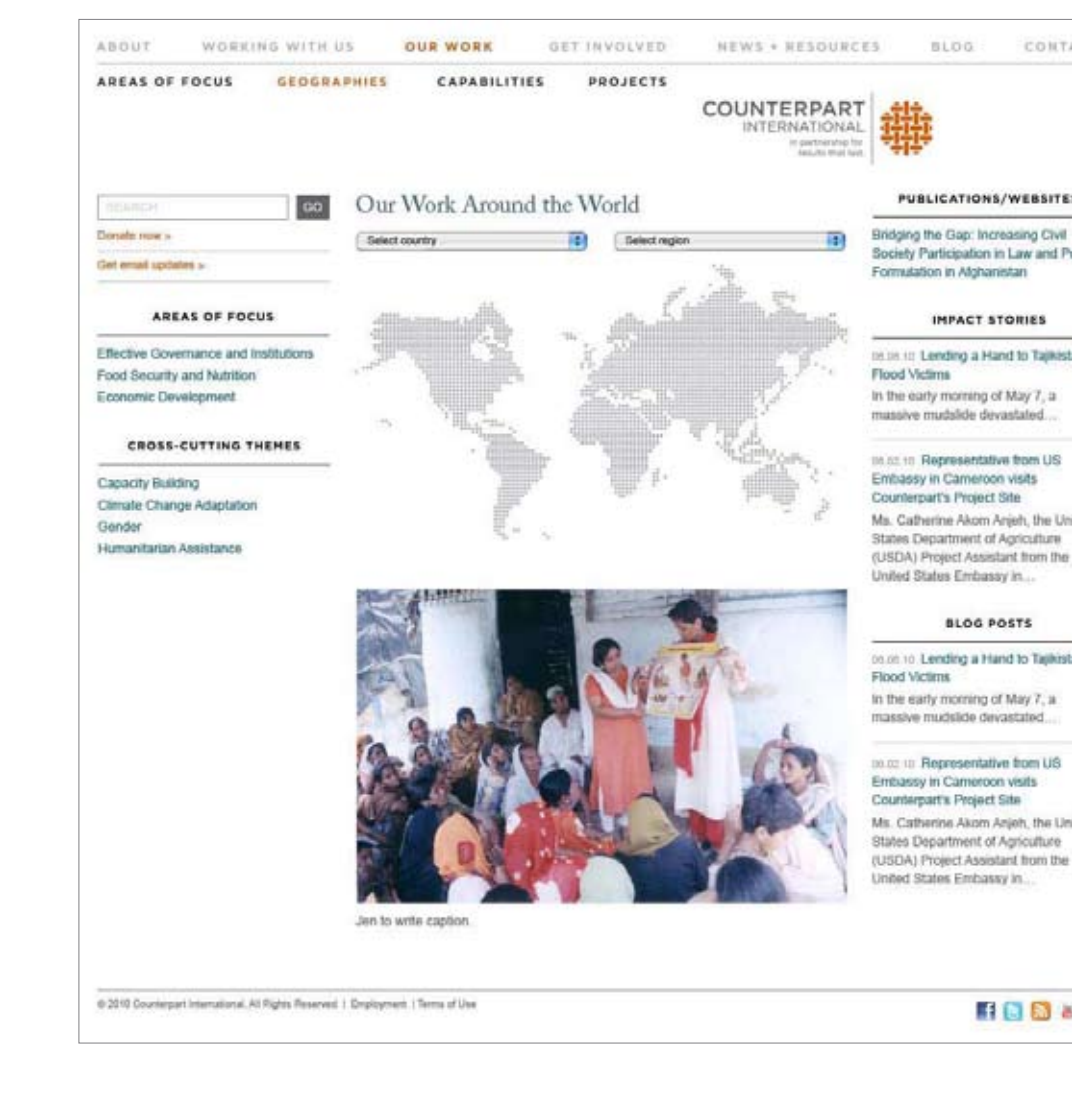
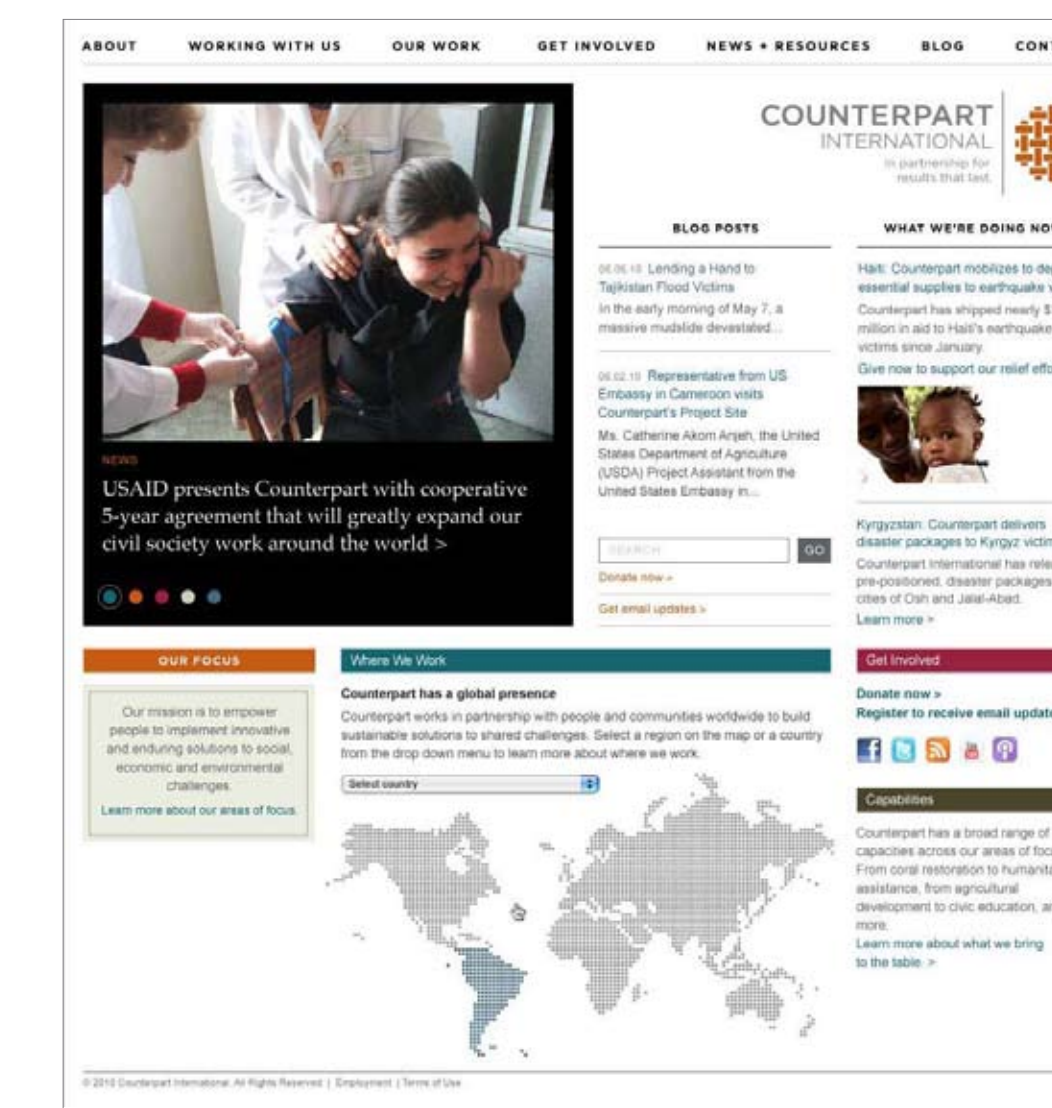
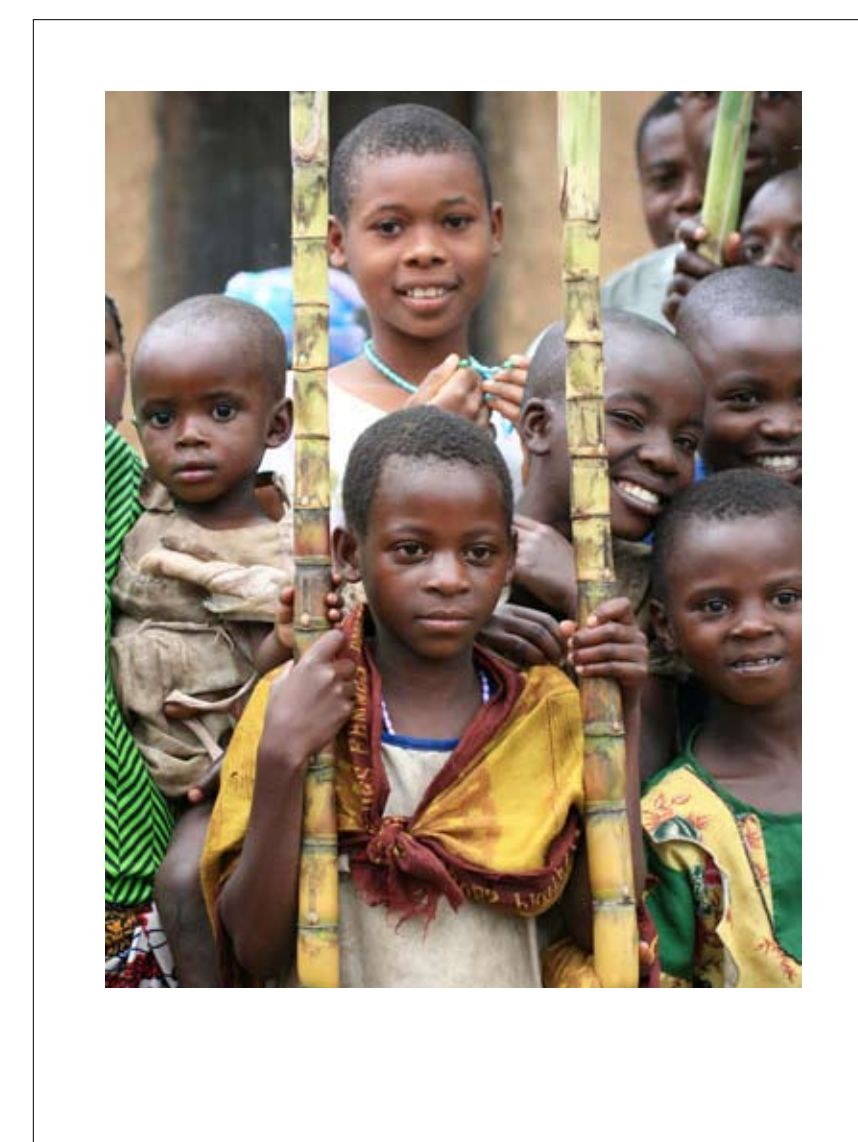
## SUPPORTING MESSAGES

Partnership | Empowerment | Innovation



## Corporate Identity, Tagline, Positioning

## Business Card, Office Signage



## Collateral Program Brochure



## Brand Launch Video

## PERSONALITY TRAITS

Collaborative | Pioneering | Effective | Innovative | Optimistic

## Website

## Blog