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# Style and Brand Guide

Guidelines for CCCM cluster communications,  
branding, formatting and templates

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# Logos



# Main cluster Logo

The main CCCM cluster logo is illustrated here. The logo can be downloaded from the Global Cluster Website (link) in .png, .pdf, .svg and .eps versions. The Logo can be used in horizontal or square form as outlined below



## Horizontal Logo

The main horizontal cluster logo should be used on all publications with a light background. The website element should be retained unless absolutely necessary to remove for spacing reasons.



## Square Logo

The square version of the logo can be used on documents where appropriate. This version should be used without the tag-line.



## Use of websites

If the global or a country cluster wishes to add a website to their logo, this should be done in Myriad Pro in the cluster colour palate (black for Blue logos, white for white logos). The global cluster can provide versions of the logo with country websites if required.

# Alternative logos

The full colour logo should be used where possible. In certain situations, alternative versions of the logo can be used:



## Black logo

Black versions of the logo can be used for black and white publications and where the full colour logo is illegible.



## White logo

White versions of the logo can be used on dark backgrounds/photos and where the colour and black versions of the logo are illegible



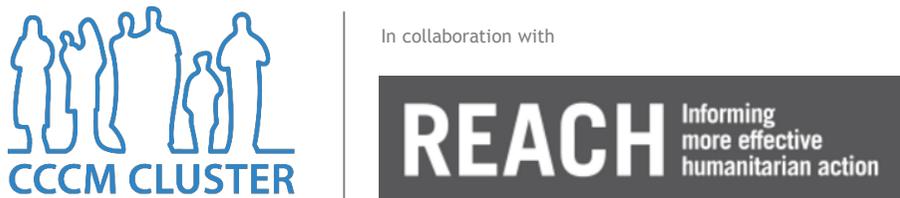
## Activated logo

An activated version of the square logo can be used for the header and footer of documents as a design element. Colour, black and white versions can be used as appropriate

# Using the logo in partnership

Co-branding principles are important to signify the relationship of the cluster to other organisations that it may work with and/or produced products with. This is particularly important to illustrate the clusters' independence as an institution. The following illustrate examples of how other organisations' logos should be used in different relationship types.

## Where the cluster is leading



## Where the cluster is co-leading



## Where there is no lead organisation:



## Where co-lead agency logos are used



*NB: Co-lead agencies logos should only be used where absolutely necessary and generally the cluster branding should not include lead agency visibility on a day-to-day basis to promote independence.*

# Country Logos

Usually, the standard logos should be used for country level CCCM cluster. Specific country versions of the horizontal logo can be used if necessary, however. The country name should be designed to fit within the grey box illustrated to the right, aligned to the bottom left corner. The country name should be in black Myriad Pro font as in the examples below.



 Do not:

Distort text to fit the logo



Use fonts other than Myriad Pro



Add additional elements



# What to avoid

To ensure consistency and integrity of the logo, the following should be avoided:



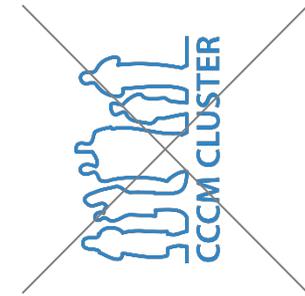
## Recolouring the logo

Only the full colour, black and white version of the logo should be used.



## Stretching the logo

The logo should not be stretched to fit in a publication



## Rotating the logo

The logo should not be rotated to fit within design elements



## Changing the text

The text of the logo should not be changed from the official versions



## Making the logo illegible

The logo should not be placed on an element where it will make it illegible



## Using low resolution versions

The logo should be sufficiently high resolution so that it does not appear distorted.

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# Written Communications



# Principles

The following principles should be applied to all cluster written communications to ensure that messages are consistent and accessible to all audiences:

LANGUAGE	<ul style="list-style-type: none"><li>▪ English is the primary global cluster language for publications, but publications should be made accessible to audiences and translated into relevant languages where possible.</li><li>▪ In line with UN conventions, British-English spellings of words should be used rather than American-English where communication is in English (colour not color, standardised not standardized, programme not program etc).</li></ul>
STYLE	<ul style="list-style-type: none"><li>▪ Simple, every-day language should be used that is accessible to all audiences and over-use of technical language and jargon should be avoided to ensure accessibility of publications</li><li>▪ Written publications should use clear, concise sentences using the active rather than passive voice. Writing should generally be in the third person except where quoting directly.</li></ul>
ABBREVIATIONS	<ul style="list-style-type: none"><li>▪ Abbreviations should be avoided where possible as they can make publications inaccessible to audiences who are not familiar with them.</li><li>▪ Where abbreviations are used, they must be spelled out in full the first time that they are used and then only the abbreviation used for the rest of the publication.</li><li>▪ Where possible, a table of abbreviations should be included in publications to assist readers.</li></ul>

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# Typeface



# Print & Web Typefaces

The cluster uses three primary typefaces in publications:

## Primary design typeface

**Myriad Pro** is the primary design typeface for titles and graphic design elements. It should be used for logos, titles and external publications where possible

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#£\$%^&\*()[]{}<>?!

## Primary standard typeface

Where Myriad Pro is not freely available, **Trebuchet MS** should be used in its place. This font should be available as standard on most Windows and Mac platforms and can be used for titles and text in standard office software packages.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#£\$%^&\*()[]{}<>?!

## System typeface

In situations where Myriad Pro and Trebuchet MS cannot be used due to system limitations, **Arial** can be used as a cross-platform typeface that is freely available on virtually all platforms. This should be used for standard text on websites.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#£\$%^&\*()[]{}<>?!

# Typeface Principles

The following principles should be followed when using text in publications:

~~Title~~

## Distorting the typeface

The approved typefaces should not be stretched or distorted to fit in a space.

~~Title~~

## Word and letter spacing

Text should be at 100% word spacing and 0% tracking unless absolutely required.

~~Title~~

## Sizing

The absolute minimum sizing is 5pt. For body text, the standard is 11pt and the minimum is 9pt.

~~Title~~

## Font usage

Non-standard fonts should not be used for publications.

~~Title~~

## Simple text

Overly stylised typeface manipulation should be avoided.

~~Title~~

## Non-standard colouring

Colours outside the approved colour palette should not be used for typography.

~~Title~~

## Illegible text

Text should not be placed where it will be illegible. Appropriate colour text should be used on images.

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# Colours



# Main Colour Palette

The blue from the logo is the primary colour for the CCCM cluster. Text and items can also be used in black and white. In addition, the cluster has five secondary colours that can be used for design elements. Other colours should not be used for external publications.

Pantone: 2143 C  
RGB: 42 135 200  
CMYK: 79 33 0 22  
Web: #2A87C8

Primary Colour

Pantone: 6 C  
RGB: 0 0 0  
CMYK: 0 0 0 100  
Web: #000000

Black

Pantone: 663 C  
RGB: 255 255 255  
CMYK: 0 0 0 0  
Web: #ffffff

White

Pantone: 11 C  
RGB: 84 84 86  
CMYK: 2 2 0 66  
Web: #545456

Secondary Colour 1

Pantone: 7593 C  
RGB: 157 72 56  
CMYK: 0 54 64 38  
Web: #9d4838

Secondary Colour 2

Pantone: 7515 C  
RGB: 212 140 116  
CMYK: 0 34 45 17  
Web: #d48c74

Secondary Colour 3

Pantone: 7415 C  
RGB: 240 184 158  
CMYK: 0 23 34 6  
Web: #f0b89e

Secondary Colour 4

Pantone: 2309 C  
RGB: 248 228 210  
CMYK: 0 8 15 3  
Web: #f8e4d2

Secondary Colour 5

# Tints

In addition to the primary and secondary colours, percentage tints can also be used for all the colours as outlined here.

**Primary Colour**

Pantone: 2143 C  
RGB: 42 135 200  
CMYK: 79 32 0 22  
Web: #2A87C8

80% 60% 40% 20%

**Secondary Colour 1**

Pantone: 11 C  
RGB: 84 84 86  
CMYK: 2 2 0 66  
Web: #545456

80% 60% 40% 20%

**Secondary Colour 2**

Pantone: 7593 C  
RGB: 157 72 56  
CMYK: 0 54 64 38  
Web: #9d4838

80% 60% 40% 20%

**Secondary Colour 3**

Pantone: 7515 C  
RGB: 212 140 116  
CMYK: 0 34 45 17  
Web: #d48c74

80% 60% 40% 20%

**Secondary Colour 4**

Pantone: 7415 C  
RGB: 240 184 158  
CMYK: 0 23 34 6  
Web: #f0b89e

80% 60% 40% 20%

**Secondary Colour 5**

Pantone: 2309 C  
RGB: 248 228 210  
CMYK: 0 8 15 3  
Web: #f8e4d2

80% 60% 40% 20%

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# Photography



# Photographic Style

Images are vital in illustrating the work of the cluster and the reality of the operations that the cluster supports. All images used in cluster publications should be:

**Respectful** Images should present affected populations in a **respectful and dignified manner**.

**Active** Images should contain **active scenes** rather than passive scenes where possible.

**High resolution** All images for print should be a **minimum of 300 dots per inch (dpi)**.

**On brand** Images should promote the **cluster colour palette**, emphasising blue if possible.

**Limit agency profiling** For cluster communications, images should try to **limit the visibility of one particular agency**

**Truthful** Images should be used to illustrate the **true nature of situations** and not distort them.

**Non-stereotyping** Images should **avoid stereotyping** outdated ideas of affected or displaced populations.



# Ethical image usage

Ethical capturing and use of images is essential to protect the rights, dignity and wishes of those within them. The following rules should be used in capturing and selecting images:

## Protection is paramount



No image should be captured or disseminated which would risk the safety security, dignity, beliefs or wishes of those who are contained within in. Special attention should be paid to ensuring that photographs do not inadvertently reveal the faces, location, health status, activities etc of subjects where this would cause protection risks or where they may be survivors of assault or violence

## Seek informed consent



Consent must be obtained from those who are the subject of images, clearly explaining to them why the picture is to be captured and how it may be used. Where possible, this should be documented in a written form. For children, consent of parents must be obtained.

## Keep records



For images that are captured by cluster staff or partners, records should be kept which contain at least the date, place, names of subjects, ages, copyrights and any relevant notes or restrictions on the use of the image

## Respect copyright laws



Virtually all images have some degree of copyright restrictions or considerations attached to them and it is essential that these are respected. This may involve seeking permission of the copyright holder, including attributions or refraining from editing.

# Finding images

The following sources can be used to find images for cluster publications:



[CCCM Cluster image library](#)

[Link](#)

The Global CCCM Cluster maintains an archive of relevant images for the use in cluster publications. National cluster and partners are encouraged to submit images from field operations to the global cluster for inclusion in the library



[UNHCR media library](#)

[media.unhcr.org](http://media.unhcr.org)

UNHCR maintains an image library of images from refugee and IDP operations around the world. Permission for usage of these images can be obtained through UNHCR



[IOM media library](#)

[medialib.iom.int](http://medialib.iom.int)

IOM maintains an image library of photographs from its field operations around the world. Permission for usage of these images can be obtained through IOM.



[Photoshare images](#)

[www.photoshare.org](http://www.photoshare.org)

Photoshare contains a wide variety of development and humanitarian photographs which can be used for free as long as they are for non-profit purposes. Permission for use must be requested through the website and can take a few days.

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# Templates and publications



# Cluster templates

The following is a list of primary templates for use in cluster communications at global and national cluster level. Requests for additional templates should be communicated to the Global CCCM Cluster for development. Additional operational CCCM tools, and guidance can be found on the Cluster DropBox ([link](#)), Cluster website ([link](#)), cluster GoogleDrive ([link](#)) and the Camp Managers Toolkit ([link](#)). An information Managers Toolkit is under development in early 2017 by the Global Cluster.

<a href="#">Presentation template</a>	<a href="#">Link</a>	Powerpoint presentation template for cluster presentations.
<a href="#">Presentation library</a>	[Under development]	Library of example slides and graphics for use in PowerPoint presentations.
<a href="#">Report template</a>	<a href="#">Link</a>	Word and PowerPoint templates for internal and external cluster reports
<a href="#">Meeting minutes</a>	<a href="#">Link</a>	Template document for recording meeting minutes and actions.
<a href="#">Newsletter</a>	[Under development]	Template for global and national cluster newsletters.
<a href="#">Email Signature</a>	<a href="#">Link</a>	A template email signature for cluster staff to use
<a href="#">Business cards</a>	[Under development]	Template for CCCM cluster business cards for global and national cluster staff.
<a href="#">Attendance sheet</a>	<a href="#">Link</a>	Template attendance sheet for recording attendance at meetings/events.
<a href="#">Factsheets</a>	<a href="#">Link</a>	Template for quarterly factsheets of active CCCM cluster operations.
<a href="#">Case studies</a>	[Under development]	Template for capturing case studies from CCCM operations and clusters.
<a href="#">Joint S/NFI Template</a>	[Under development]	Template for joint S/NFI products

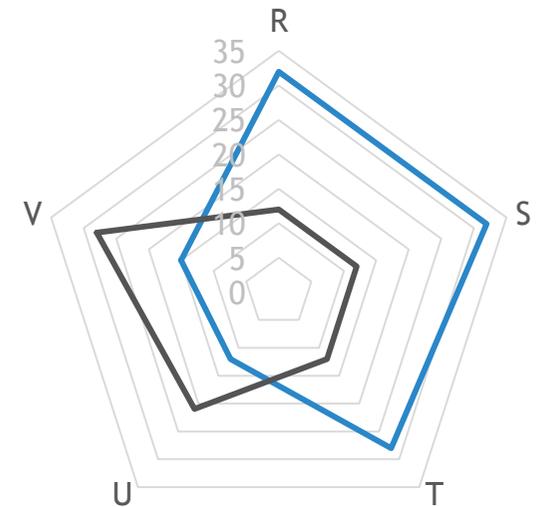
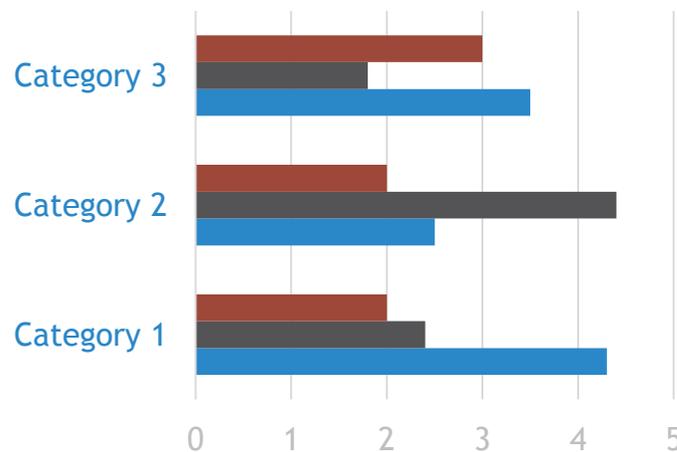
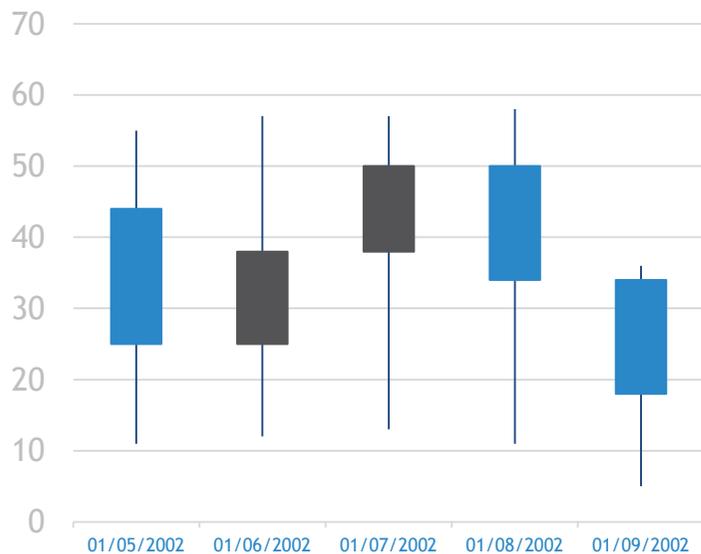
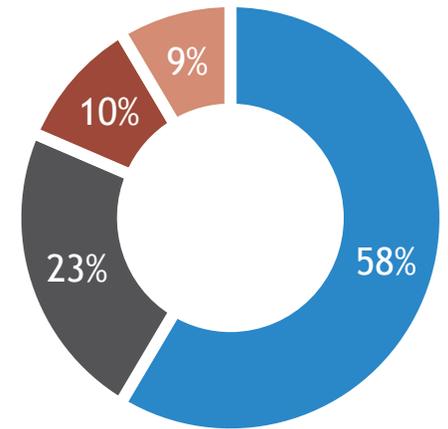
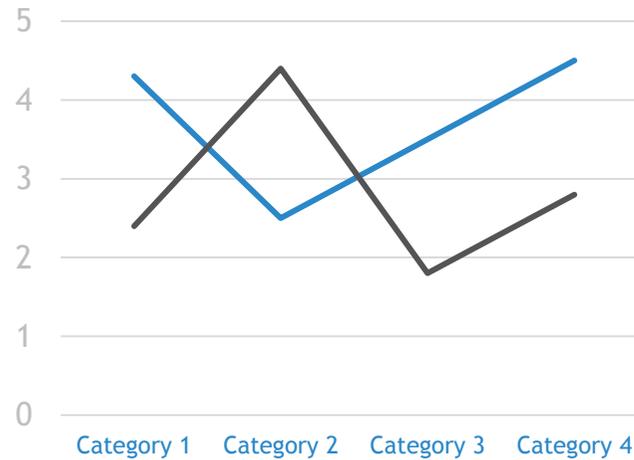
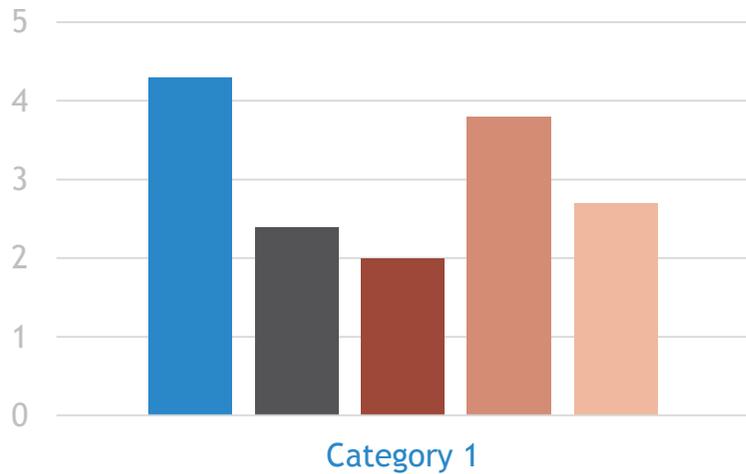
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# Graphics and visual elements



# Graphs and data visualisation

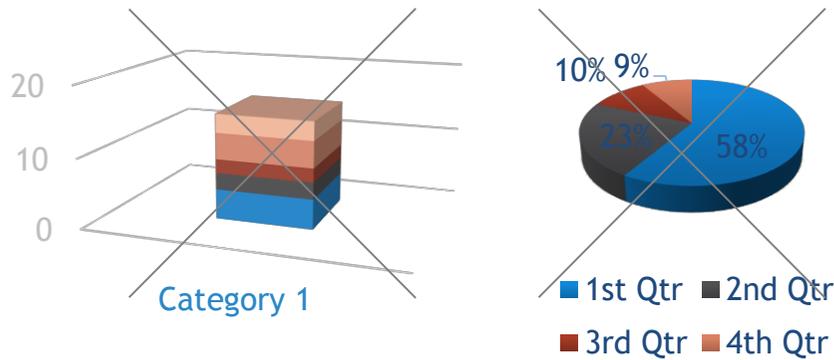
Visualisation of data should be used to illustrate and highlight issues for the reader. All graphics should be in a modern, minimalist style using the cluster colour palette such as in the examples below. Data visualisation should always be used to illustrate a point and not to distort data.



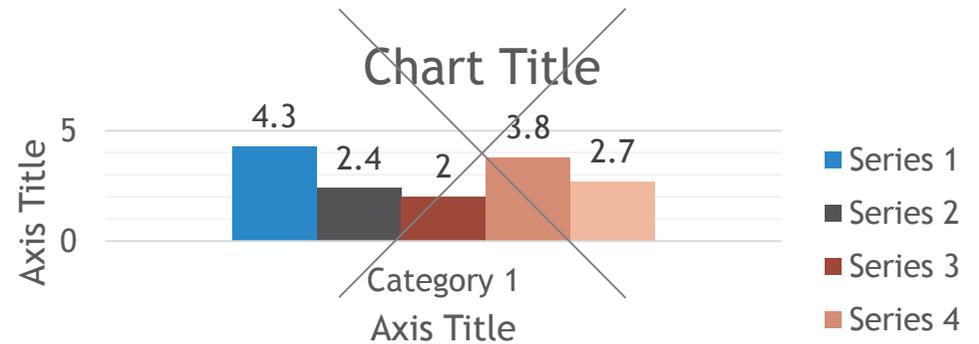
# Graphs and data visualisation

The following should all be avoided when designing graphs and data visualisation:

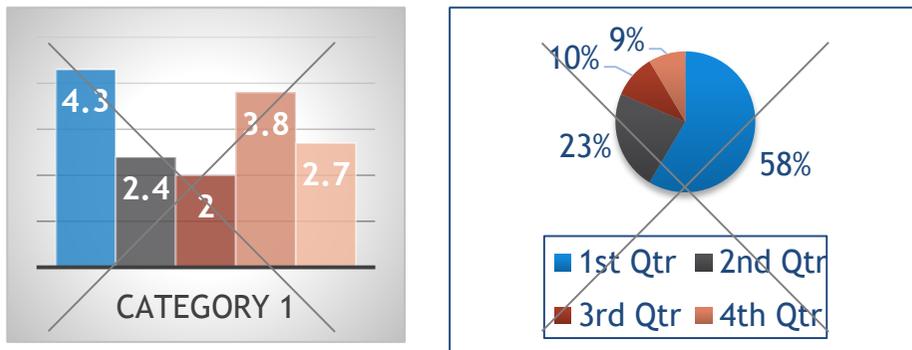
## 3D graphs and charts



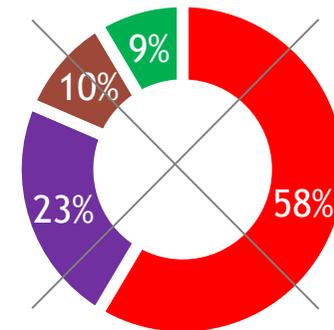
## Overly busy charts



## Unnecessary shading and borders



## Off-brand colours



# Icons

Icons can be used to help draw readers attention to particular elements of a publication and to illustrate data visualisation. As a primary icon set, the Global CCCM Cluster uses the OCHA humanitarian set of icons which are available in boxed and unboxed versions. The full set of icons can be downloaded [here](#).



Other icons can be used where the OCHA set does not have sufficient designs. Flat and minimalist style icons should be used and no 3D or overly stylised icons. A number of open source and royalty free websites can be used to source icons, including the Noun Project ([www.nounproject.com](http://www.nounproject.com)) and OpenIconic ([www.useiconic.com](http://www.useiconic.com)).