MESSAGE / BACKGROUND

• Color symbolizes resilience (Olive Green)

• Integrated planning, advocacy and resource mobilization

• Resilience-building support

• Three key partners (host governments, UN agencies and national and international NGOs)

• Three groups that the 3RP focuses on in its protection and resilience building activities: Refugees, host communities and national institutions

• The three areas of focus are closely interlinked and intertwined
LOGO

Variations and Usage

Visual Only
- Not used on official documents
- Used as watermark for graphics
- Used in infographics where the 3RP context is clear

Horizontal – Full Version
- Used on official documents
- Used for print documents and publications

Horizontal – Light Version
- Used on official documents
- Used for print documents and publications
LOGO

Variations and Usage

**Horizontal Slim Version**
- Used on products with limited vertical space (at example 3RP dashboards)

**Horizontal – Full Version**
- Not used on official documents
- Used for products, where a lot of horizontal space is available (merch)

CLICK HERE TO DOWNLOAD THE LOGO SET (ENG + AR)
LOGO

Always maintain the minimum clear-space around the logo to preserve its integrity.

The minimum clear-space is 1cm, and should be maintained on all four sides of the logo.
CO-BRANDING

Co-Branding with governments, UN and other agencies, nonprofit organizations and other partners

3RP Co-Leading a Project:

3RP Leading a Project:
CO-BRANDING

Co-Branding with governments, UN and other agencies, nonprofit organizations and other partners

No Lead:

“Working together” is 1.5x the size of the 3RP tag line
LOGO
Placement on colored backgrounds and accepted monochrome versions

Preferred:
Original logo on white background

Placement on colored background:
Monochrome version of logo should be used to ensure a high contrast between logo and background

Accepted colors for monochrome logo versions:
Dark Gray (#333333) and White (#ffffff) only

Examples:
Placement of logo on photos
COLORS

3RP PRIMARY COLORS

<table>
<thead>
<tr>
<th>0a6e4f</th>
<th>247d61</th>
<th>3d8c73</th>
<th>549985</th>
<th>6ea894</th>
</tr>
</thead>
<tbody>
<tr>
<td>85b5a6</td>
<td>9ec4ba</td>
<td>b5d4c9</td>
<td>cfe3db</td>
<td>e5f0ed</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>99c21c</th>
<th>a3c933</th>
<th>adcf4a</th>
<th>b8d661</th>
<th>c2db78</th>
</tr>
</thead>
<tbody>
<tr>
<td>cce08c</td>
<td>d6e8a3</td>
<td>e0edba</td>
<td>ebf2d1</td>
<td>f5fae8</td>
</tr>
</tbody>
</table>

RGB  | CMYK |
---|------|
10  | 110  | 79  |
87  | 31   | 75  |

RGB  | CMYK |
---|------|
155 | 194  | 28  |
48  | 1    | 100 | 0   |

#cfe3db
#ebf2d1
FONTS
ENGLISH

HEADLINES
Source Sans Pro

DOWNLOAD THE FONT
/ CLICK HERE

BODY TEXT
Open Sans

DOWNLOAD THE FONT
/ CLICK HERE
FONTS
ARABIC

HEADLINES
Arial Bold

PRE-INSTALLED ON YOUR COMPUTER

BODY TEXT
Arial Regular

PRE-INSTALLED ON YOUR COMPUTER
3RP SECTORS

PROTECTION

FOOD SECURITY

EDUCATION

HEALTH

BASIC NEEDS

SHELTER

WASH

LIVELIHOODS

Humanitarian Icons v.2 from UNOCHA
17 Dec 2018

DOWNLOAD ICONS HERE
SECONDARY COLORS

Red shades as addition / accent colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>#ff9db</td>
<td></td>
</tr>
<tr>
<td>#f26147</td>
<td>(also mentioned below)</td>
</tr>
</tbody>
</table>

Grey shades, white

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>#d0d0d0</td>
<td></td>
</tr>
<tr>
<td>#333333</td>
<td></td>
</tr>
<tr>
<td>#ffffff</td>
<td></td>
</tr>
</tbody>
</table>

FURTHER COLORS + OVERVIEW

Additional colors for data visualizations and infographics

Combination with primary colors

- #d3a588
- #faad4f
- #f26147
- #fa247a
- #b559de
- #6564db
- #30bcd
- #3dbbdb
VISUALS

- #0a6e4f and #99c21c as main colors
- clear shapes
- thin black (#000000) outlines
- red can be used as accent color to put a focus onto a certain element

You can download 3RP visuals here / Click here
PUBLICATIONS

EXAMPLE

3RP Progress / Mid-Year Report

Click here to access this publication
Click here to access ALL 3RP publication
CONTACT

Media, design or collaboration related questions / requests / feedback?

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