

3RP BRANDING / STYLE GUIDE





#0a6e4f



RGB 10 110 79
CMYK 87 31 75 21

#99c21c



RGB 155 194 28
CMYK 48 1 100 0

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



3 R P
REGIONAL
REFUGEE &
RESILIENCE PLAN

IN RESPONSE TO THE SYRIA CRISIS

Horizontal – Full Version

- Used on official documents
- Used for print documents and publications



3 R P
REGIONAL
REFUGEE &
RESILIENCE PLAN

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.

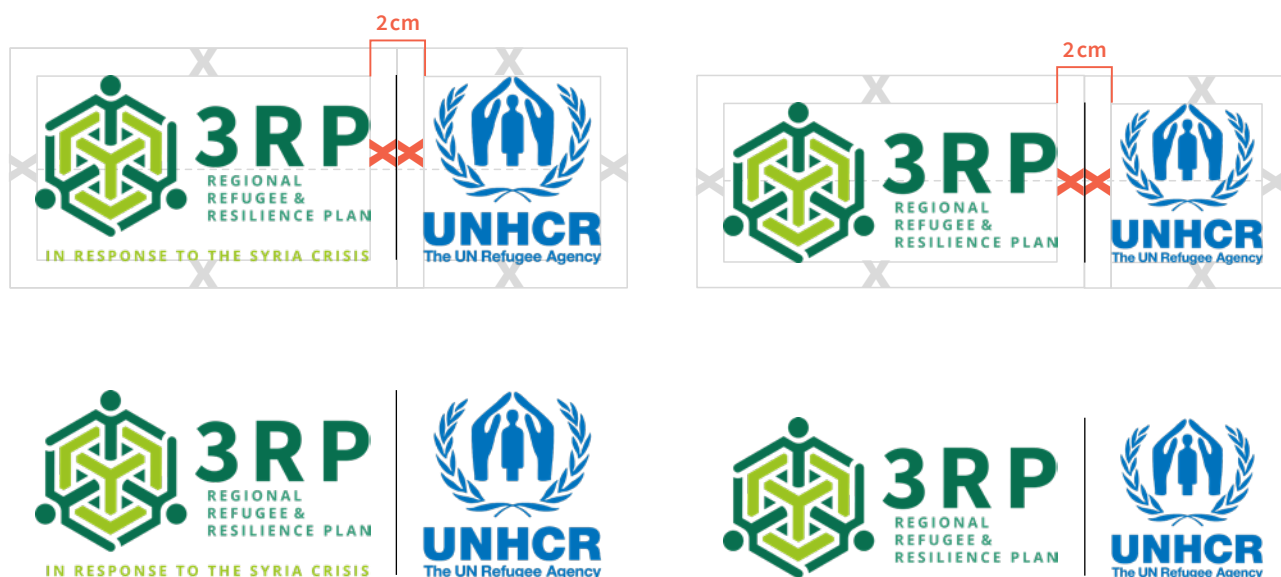
The minimum clear-space is **1cm**, and should be maintained on all four sides of the logo.



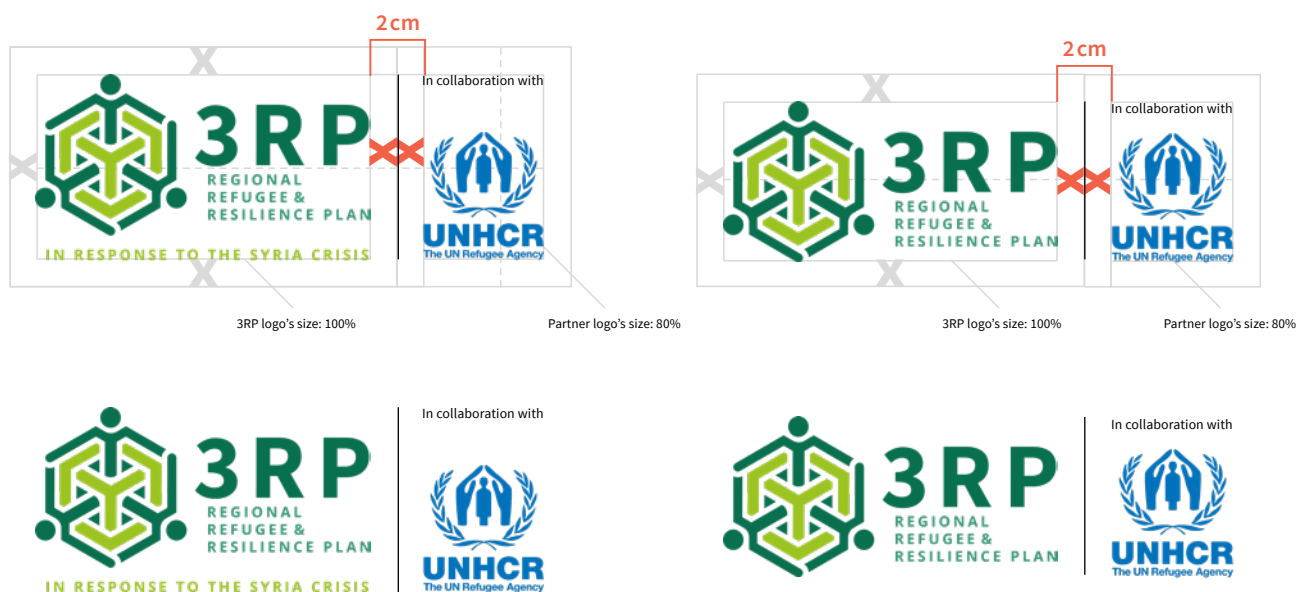
CO-BRANDING

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



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

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

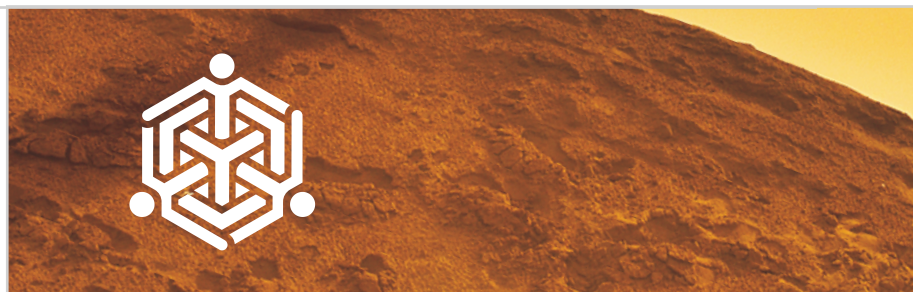


Accepted colors for monochrome logo versions:

Dark Gray (#333333)
and **White (#ffffff) only**























Examples:
Placement of logo on photos

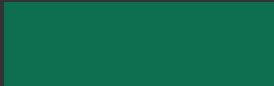



COLORS

3RP PRIMARY COLORS

0a6e4f	247d61	3d8c73	549985	6ea894
				
				
85b5a6	9ec4ba	b5d4c9	cfe3db	e5f0ed

99c21c	a3c933	adcf4a	b8d661	c2db78
				
				
cce08c	d6e8a3	e0edba	ebf2d1	f5fae8

0a6e4f

RGB 10 110 79
CMYK 87 31 75 21

99c21c

RGB 155 194 28
CMYK 48 1 100 0



FONTS

ENGLISH

HEADLINES

Source Sans Pro

AAA

0123456789/ABCDEFGHIJKLMNOPQRSTUVWXYZ

REGIONAL REFUGEE AND RESILIENCE PLAN
REGIONAL REFUGEE AND RESILIENCE PLAN
REGIONAL REFUGEE AND RESILIENCE PLAN

DOWNLOAD THE FONT
/ CLICK HERE

BODY TEXT

Open Sans

AAA

0123456789/ABCDEFGHIJKLMNOPQRSTUVWXYZ

REGIONAL REFUGEE AND RESILIENCE PLAN
REGIONAL REFUGEE AND RESILIENCE PLAN
REGIONAL REFUGEE AND RESILIENCE PLAN
REGIONAL REFUGEE AND RESILIENCE PLAN

DOWNLOAD THE FONT
/ CLICK HERE

FONTS

ARABIC

HEADLINES

Arial Bold



أ ب ج د ه و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت ث خ ذ ض ظ غ / ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
الخطة الإقليمية للاجئين وتعزيز القدرة على مواجهة الأزمات

PRE-INSTALLED
ON YOUR COMPUTER

BODY TEXT

Arial Regular



أ ب ج د ه و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت ث خ ذ ض ظ غ / ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
الخطة الإقليمية للاجئين وتعزيز القدرة على مواجهة الأزمات

PRE-INSTALLED
ON YOUR COMPUTER

3RP SECTORS

PROTECTION



#30bced #d1edf8
RGB: 48 / 188 / 237
CMYK: 67 / 1 / 1 / 0

FOOD SECURITY



#9cc21c #d6e2a6
RGB: 156 / 194 / 28
CMYK: 47 / 1 / 100 / 0

EDUCATION



#f26147 #f6bfb6
RGB: 242 / 97 / 71
CMYK: 0 / 74 / 70 / 0

HEALTH



#fa247a #f2a5c7
RGB: 250 / 36 / 122
CMYK: 0 / 91 / 17 / 0

BASIC NEEDS



#faad4f #fcddbb
RGB: 250 / 173 / 79
CMYK: 0 / 39 / 74 / 0

Basic Needs Logo
[Download HERE](#)

SHELTER



#d3a588 #f6ede8
RGB: 211 / 165 / 136
CMYK: 16 / 37 / 46 / 4

WASH



#6564db #d1d9ef
RGB: 101 / 100 / 219
CMYK: 75 / 65 / 0 / 0

LIVELIHOODS



#b559de #d7bcda
RGB: 181 / 89 / 222
CMYK: 53 / 69 / 0 / 0



SECONDARY COLORS

Red shades as addition /
accent colors

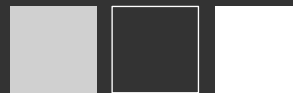
ffd9db



f26147
(also mentioned below)

Grey shades, white

d0d0d0

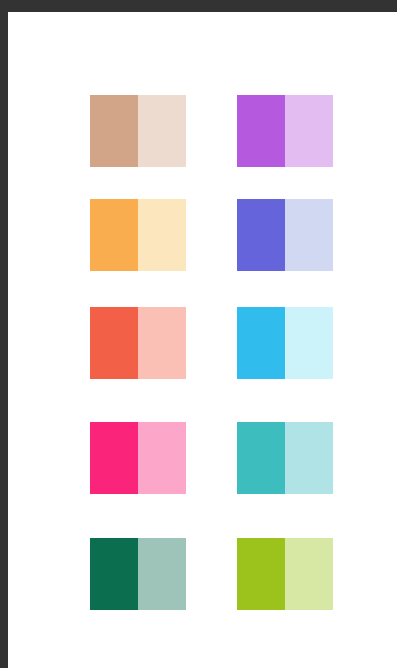


333333

ffffff

FURTHER COLORS + OVERVIEW

Additional colors for data visualizations and infographics



Combination with
primary colors

d3a588

faad4f

f26147

fa247a

b559de

6564db

30bcd

3dbdbd

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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