



# 3RP

## REGIONAL REFUGEE AND RESILIENCE PLAN

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# CONTENT

**1.**

**ABOUT**

**2.**

**GRAPHIC CONCEPT**

**3.**

**VALUES**

**4.**

**LOGO DETAILS**

**5.**

**COLOURS**

**6.**

**VISUAL STYLE**

**7.**

**TYPOGRAPHY**

**8.**

**IMAGE APPLICATION**

**9.**

**DIGITAL APPLICATION**

# ABOUT THE 3RP

## What is the Regional Refugee and Resilience Plan?

The 3RP is a strategic, coordination, planning, advocacy, fundraising, and programming platform for humanitarian and development partners to respond to the Syria crisis. It comprises one regional plan, with five standalone country chapters covering Turkey, Lebanon, Jordan, Iraq, and Egypt.

## Who is the 3RP?

The Regional Refugee and Resilience Plan is a platform which consists of over 160 implementing partners. You can find the list of implementing partners [here](#).

## Who is leading the 3RP?

The 3RP is co-lead by UNHCR and UNDP.

## Why does the 3RP exist?

The Regional Refugee and Resilience Plan has been created in response to the Syria Crisis. Now into its seventh year, the 3RP has led the way in terms of the international community's support to national efforts to deal with the impact of the crisis. The 3RP has been at the forefront of many policy and programmatic innovations including support to national and local systems, using technology to increase efficiency and effectiveness, and supporting the self-reliance of refugees and host communities. ([Timeline](#))

## Since when does the 3RP exist?

The 3RP has been launched in December 2014.

## What happened before 2014?

The predecessor of the 3RP is the Regional Response Plan (RRP). The first RRP for Syrian refugees in Turkey, Lebanon, Jordan, Iraq and Egypt was launched in December 2012. ([Timeline](#))

## Whom does the plan target?

The plan targets Syrian refugees and vulnerable host community members.

## How does the 3RP work as a mechanism?

You can find details on the 3RP as a mechanism [here](#).

## Does the 3RP have several components?

The 3RP consists of two components, the refugee component and the resilience component.

## What is the overarching frame for the 3RP?

It is to promote resilience for all, guided by the principle that 'no one is left behind'. From there, the regional strategic directions set the overall high-level parameters for the regional response and articulate the impact which 3RP partners strive to make.

## How can promoting resilience for all / the principle of 'leaving no one behind' be achieved?

Four Strategic Directions have been identified which are focused on the impact the 3RP seeks to make against the immediate and longer-term needs. Those four strategic directions are:

1. Protecting People
2. Pursuing Durable Solutions
3. Supporting Dignified Lives
4. Enhancing National and Local Capacities

You can learn more about the Strategic Directions [here](#).

## What are "Durable Solutions"? They are using the same branding and visuals as the 3RP.

Yes, Durable Solutions are located under the 3RP umbrella. Durable Solutions include the topics of return, and resettlement and complementary pathways.

More: [Website](#) - [Durable Solutions dashboards](#)

## Where can I find additional information?

You can find more information on the 3RP on [www.3RPsyriacrisis.org](http://www.3RPsyriacrisis.org).

## Can I donate to the 3RP?

Since the 3RP is a regional plan with several partners and not a singular agency / NGO, you can not directly donate to the 3RP. If you want to donate, you can directly support the 3RP implementing partners or follow us on Social Media. ([facebook](#) - [Twitter](#) - [Instagram](#) - [YouTube](#))

## Where can I find data on the Syria crisis?

[3RP website](#) - [UNHCR data portal](#) - [UNDP](#)

## How can one become a 3RP partner?

Please [contact us](#) directly, we will redirect you to the respective focal point.

## Whom can I contact for further questions?

You can contact us anytime through the [3RP website](#), our Social Media channels or via [email](#).



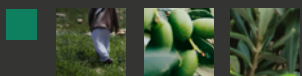
# GRAPHIC CONCEPT

*In December 2014 the 3RP has been founded. To learn more about the timeline of the 3RP and its predecessor, please click [here](#).*

## PRIMARY COLOR:

Olive Green

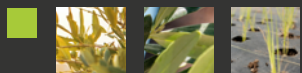
The main colour of the 3RP is a dark, olive green, representing resilience and hope.



## SECONDARY COLOR:

Light Green

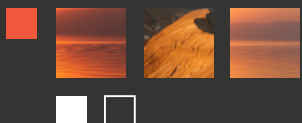
To emphasize on the two components of the 3RP, a secondary color, a light yellowish green, is introduced.



## SUPPORTIVE COLORS:

Red, White, Dark Gray

To create contrast visually, red is used as a supportive color. Additional supportive colors are white, and a neutral dark gray.



## FONTS:

Open Sans  
Montserrat

Sans serif fonts:

Clean esthetics; Appropriate in situations that require a direct approach

While serif fonts add personality and look better in larger sizes (print), sans-serif fonts work better for web. The 3RP focuses on digital comms products like digital publications and interactive content like dashboards. The content should be presented in a minimal, but modern way, while delivering information in a direct way.

# CLEAN, DIRECT, MINIMALISTIC, & MODERN

Both Open Sans and Montserrat are open source fonts and can be used license-free

## SHAPE:

The shape of the visual is consistent with the shape of the originally designed logo, provided by UNDP in 20xx.

The visual depicts two cubes, connected with and in each other.

Meaning: Refugee and resilience component being connected and entwined.  
Two components, one plan.



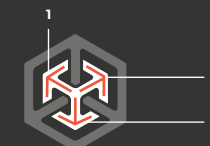
REFUGEE COMPONENT



RESILIENCE COMPONENT

The 3RP visual is also used for the [Regional Durable Solutions Working Group \(RDSWG\)](#). Durable Solutions has 3 main components, which are visualized as following:

3 ARROWS WITHIN THE VISUAL



NOTE: THE RDSWG IS LOCATED UNDER THE 3RP UMBRELLA



# VALUES

## STRATEGIC

The 3RP is a **strategic**, coordination, planning, advocacy, fundraising, and programming platform for humanitarian and development partners to respond to the Syria crisis.

---

## CLEAR & STRAIGHTFORWARD

Since the 3RP is a platform for humanitarian and development partners, a **clear and straightforward** approach is fundamental.

## HUMAN-CENTERED

The 3RP is a platform for humanitarian and development partners. Our approach is **human-centered**, focusing on both individuals and groups.

---

## COLLABORATIVE

**Effective collaboration is a necessity.**

The 3RP is showing collaboration with a variety of international and national partners, between sectors, and with governmental entities.

## INCLUSIVE

Our principle is '**no one is left behind**'.

The 3RP is inclusive, consisting of the efforts of multiple implementing partners, and sectors, while collaborating with a variety of governmental counterparts. The plan itself does target both Syrian refugees, as well as vulnerable host community members of the host countries Egypt, Iraq, Jordan, Lebanon, and Turkey.

1. STRATEGIC
2. HUMAN-CENTERED
3. CLEAR & STRAIGHTFORWARD
4. COLLABORATIVE
5. INCLUSIVE



# LOGO SPECIFICS

LOGOMARK



PRIMARY LOGOMARK



**3RP**

REGIONAL REFUGEE  
& RESILIENCE PLAN

COLOR OPTIONS



# LOGO VARIATIONS

## PRIMARY LOGOMARK



Main / primary logomark

## VERTICAL



Vertical version for print products with vertical space

## HORIZONTAL



Horizontal version for web and print products with limited vertical space (Example: header on reports or dashboards)



# LOGO VARIATIONS

## DURABLE SOLUTIONS WORKING GROUP (RDSWG)

### ABOUT THE RDSWG

Durable Solutions is located under the 3RP umbrella.

Durable solutions for refugees from Syria are based on a comprehensive protection and solutions strategy which seeks to: i) support host country and community resilience; ii) enable refugee self-reliance, including access to services, legal work opportunities and livelihoods; iii) expand access to resettlement in third countries and other complementary pathways, and; iv) plan for the return of refugees to Syria, on a voluntary basis, when conditions for a safe, dignified and sustainable return are in place.

### PRIMARY LOGOMARK



Main / primary logomark

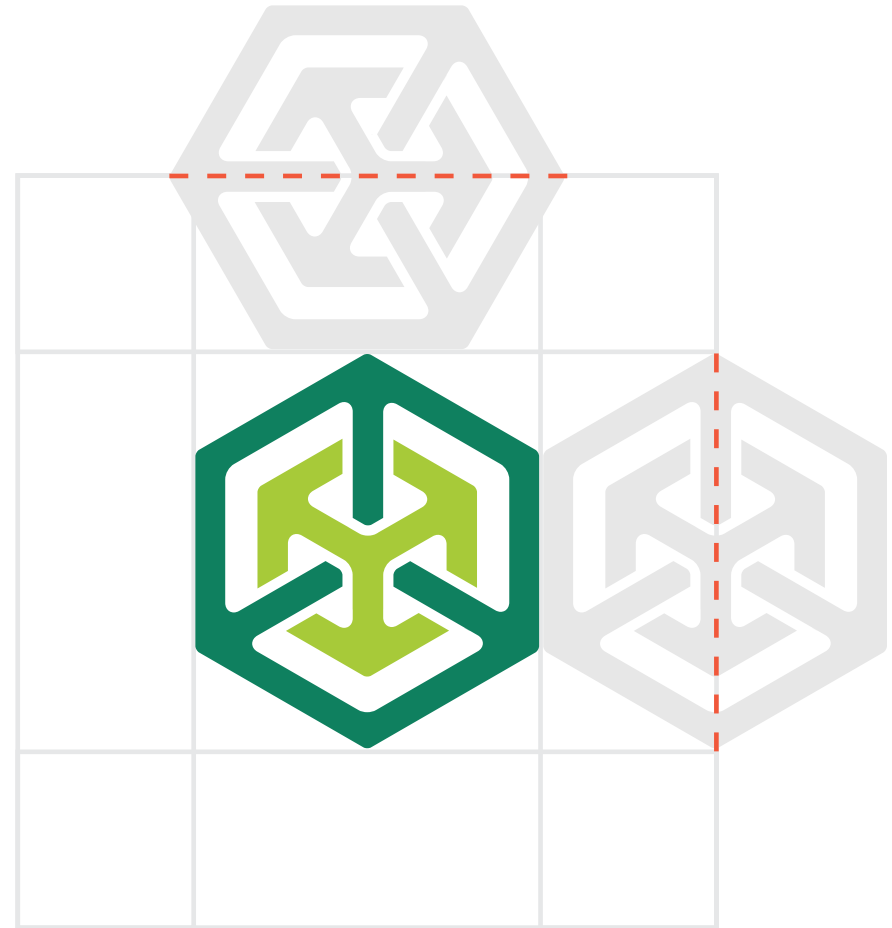
### HORIZONTAL



Horizontal version for web and print products with limited vertical space (Example: header on reports or dashboards)

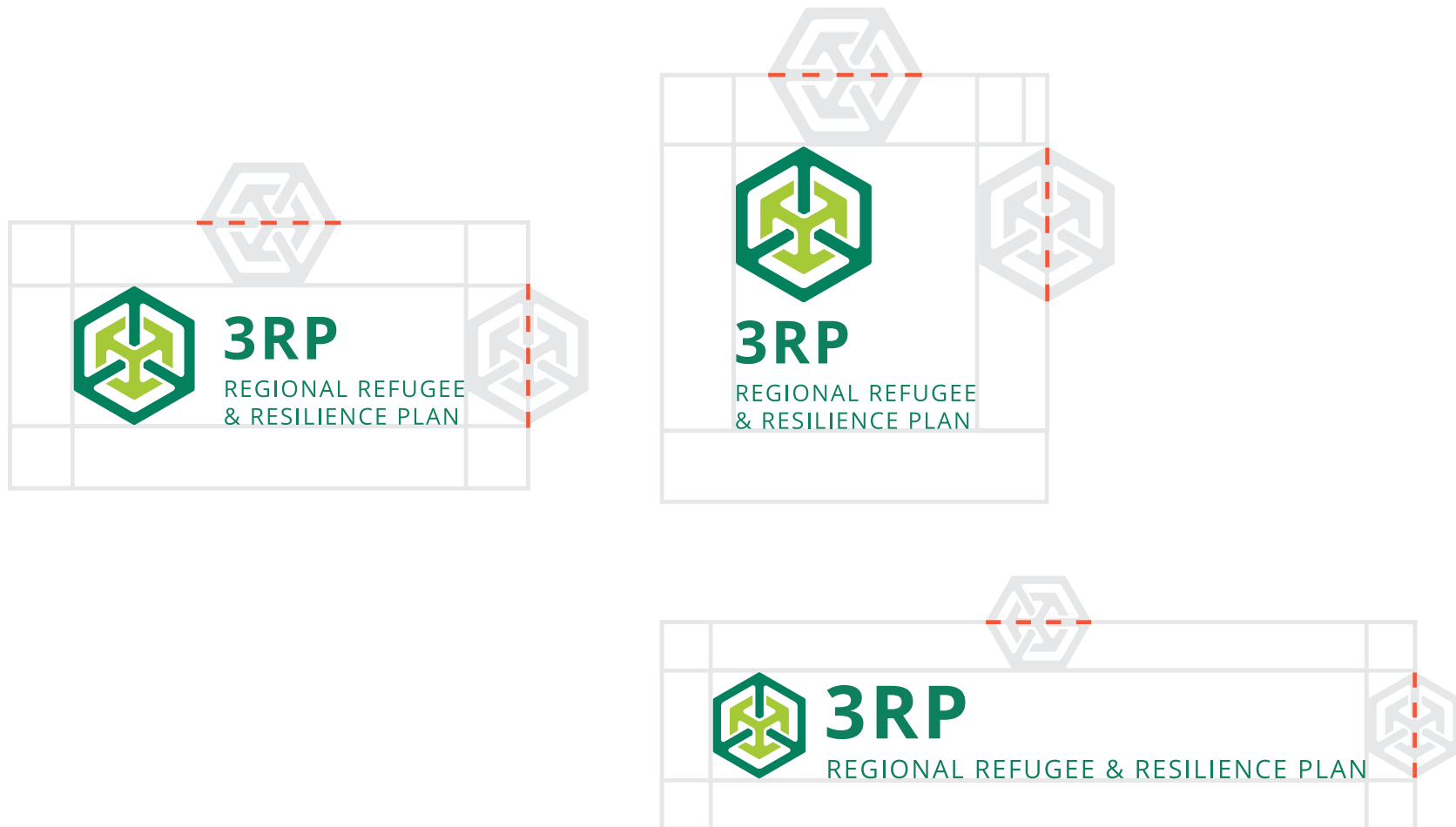
# CLEAR SPACE

Minimal clear space is the **width** of half a logomark size.



# CLEAR SPACE

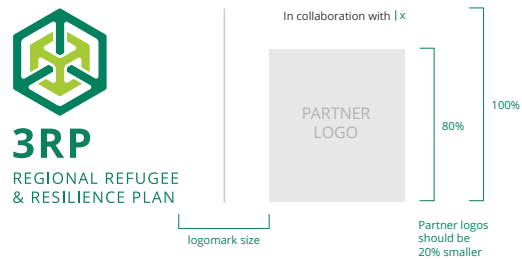
Minimal clear space is the **width** of half a logomark size.



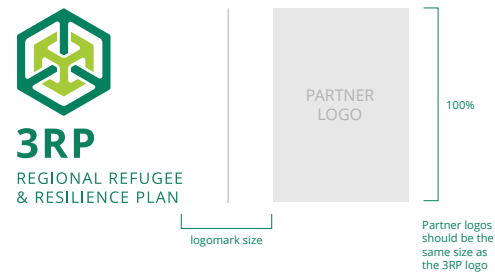
# CO-BRANDING

Minimal clear space is the **width** of half a logomark size.

## 3RP is leading



## 3RP is co-leading



## Affiliation with the 3RP (no 3RP lead)



## LOGO: HOW NOT TO USE

applies to all official variants of the logo and visual

Please do not recolor  
(Black, white and gray logo variant are accepted)



Please do not change the font



Please do not warp or deform. Keep original dimensions.



Please do not warp or deform.



Need support or have questions or requests? [Please contact us.](#)



# COLOR SPECIFICATIONS

## PRIMARY COLOR

Olive Green: The main colour of the 3RP is a dark, olive green, representing resilience and hope.



Use **CMYK colours** on coated and uncoated paper for offset printing, such as magazines, brochures, leaflets, full colour ads, etc.

Use **RGB colours** for computer presentations, digital displays, TV productions, etc.

Use **HEX colours** online.

**CMYK**      **87; 27; 75; 12**

**RGB**        **3; 128; 94**

**HEX**        **#03805e**

# SECONDARY COLORS



CMYK	40; 3; 100; 0	0; 81; 83; 0	69; 63; 62; 58	0; 0; 0; 0
RGB	166; 201; 56	241; 88; 59	52; 51; 51	255; 255; 255
HEX	#A6C938	#F1583B	#333333	#ffffff



# COLOR TINTS



CMYK	87; 27; 75; 12	40; 3; 100; 0	0; 81; 83; 0	69; 63; 62; 58
RGB	3; 128; 94	166; 201; 56	241; 88; 59	52; 51; 51
HEX	#03805e	#A6C938	#F1583B	#333333

	75% CMYK 62; 22; 53; 2 RGB 106; 159; 136 HEX #6a9f88		75% CMYK 27; 3; 65; 0 RGB 194; 213; 126 HEX #c2d57e		75% CMYK 6; 56; 51; 0 RGB 232; 137; 117 HEX #e88975		75% CMYK 60; 51; 50; 20 RGB 102; 102; 103 HEX #666667
	50% CMYK 40; 13; 33; 0 RGB 155; 190; 175 HEX #9bbeaf		50% CMYK 17; 2; 42; 0 RGB 214; 227; 168 HEX #d6e3a8		50% CMYK 3; 36; 29; 0 RGB 240; 176; 163 HEX #f0b0a3		50% CMYK 43; 35; 36; 1 RGB 152; 152; 152 HEX #989898
	25% CMYK 19; 4; 15; 0 RGB 205; 223; 215 HEX #cddfd7		25% CMYK 8; 1; 20; 0 RGB 234; 241; 212 HEX #eaf1d4		25% CMYK 2; 17; 12; 0 RGB 247; 215; 209 HEX #f7d7d1		25% CMYK 19; 15; 16; 0 RGB 204; 204; 204 HEX #cccccc

## TERTIARY COLORS

Additional colors for illustrations, maps, and infographics



**CMYK** 17; 36; 47; 0

**RGB** 212; 166; 136

**HEX** #D4A688



**CMYK** 0; 37; 78; 0

**RGB** 251; 173; 80

**HEX** #FBAD50



**CMYK** 0; 77; 76; 0

**RGB** 241; 97; 71

**HEX** #F16147



**CMYK** 0; 95; 21; 0

**RGB** 238; 42; 122

**HEX** #EE2A7A



**CMYK** 44; 72; 0; 0

**RGB** 152; 98; 168

**HEX** #9862A8



**CMYK** 70; 66; 0; 0

**RGB** 98; 101; 174

**HEX** #6265AE



**CMYK** 65; 4; 0; 0

**RGB** 48; 188; 238

**HEX** #30BCEE



**CMYK** 67; 1; 30; 0

**RGB** 63; 189; 189

**HEX** #3FBDBD

## 3RP SECTORS

Click [here](#) to download  
the sector icons  
(Humanitarian Icons 2018  
created by UN OCHA)

### SHELTER



#EADBD1

CMYK 17; 36; 47; 0

RGB 212; 166; 136

HEX #D4A688

### BASIC NEEDS



#F9E6C1

CMYK 0; 37; 78; 0

RGB 251; 173; 80

HEX #FBAD50

### EDUCATION



#EFBFB6

CMYK 0; 77; 76; 0

RGB 241; 97; 71

HEX #F16147

### HEALTH



#F0A9C7

CMYK 0; 95; 21; 0

RGB 238; 42; 122

HEX #EE2A7A

### LIVELIHOODS



#DABFDC

CMYK 44; 72; 0; 0

RGB 152; 98; 168

HEX #9862A8

### WASH



#D3D8EE

CMYK 70; 66; 0; 0

RGB 98; 101; 174

HEX #6265AE

### PROTECTION



#D2EDF6

CMYK 65; 4; 0; 0

RGB 48; 188; 238

HEX #30BCEE

### FOOD SECURITY



#D6E2A6

CMYK 45; 4; 100; 0

RGB 155; 195; 60

HEX #9CC21C

# VISUAL STYLE



The visuals are clean vector graphics.

Illustrations include subtle use of texture to add character to the illustrations. Texture is only used for illustrative visuals for storytelling purpose. (Example: Used for illustrations for Social Media or illustrated infographics)

Depicted persons as well as objects are overly simplified to increase readability even for smaller visuals.

The colour palette for illustrations is based on primary, secondary and supportive colors.

## ILLUSTRATION COLOUR PALETTE:



# TYPOGRAPHY

Sans serif fonts: Clean esthetics;  
Appropriate in situations that require  
a direct approach

While serif fonts add personality and  
look better in larger sizes (print), sans-  
serif fonts work better for web. The  
3RP focuses on digital comms products  
like digital publications and interactive  
content like dashboards. The content  
should be presented in a minimal,  
but modern way, while delivering  
information in a direct way.



## ENGLISH

### OPEN SANS TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890!@£\$  
%^&\*()  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890!@£\$  
%^&\*()

### MONTSERRAT TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890!@£\$  
%^&\*()  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890!@£\$  
%^&\*()

## ARABIC

### ARIAL TYPEFACE

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ  
ف ق ك ل م ن ه و ي  
الخطة الإقليمية للاجئين وتعزيز القدرة على مواجهة  
الأزمات

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ  
ف ق ك ل م ن ه و ي  
الخطة الإقليمية للاجئين وتعزيز القدرة على مواجهة  
الأزمات

### OPEN SANS TYPEFACE

FOR NUMBERS  
IN ARABIC TEXTS

1 2 3 4 5 6 7 8 9  
1 2 3 4 5 6 7 8 9

# TYPOGRAPHY (ENG)

## MONTSERRAT

**A B C**

A B C D E F G H I J K L N  
O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0  
! @ £ \$ % ^ & \* ( )

A B C

A B C D E F G H I J K L N  
O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0  
! @ £ \$ % ^ & \* ( )

[DOWNLOAD](#)



# TYPOGRAPHY (ENG)

## OPEN SANS

**A B C**

**A B C D E F G H I J K L N  
O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0  
! @ £ \$ % ^ & \* ( )**

A B C

A B C D E F G H I J K L N  
O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0  
! @ £ \$ % ^ & \* ( )

[DOWNLOAD](#)

## TYPOGRAPHY (AR)

### ARIAL

أ ب ت

أ ب ت ث ج ح خ د ذ ر ز س  
ش ص ض ط ظ ع غ ف ق ك  
ل م ن ه و ي

### OPEN SANS

1 2 3 4 5 6 7 8 9

أ ب ت

أ ب ت ث ج ح خ د ذ ر ز س  
ش ص ض ط ظ ع غ ف ق ك  
ل م ن ه و ي

1 2 3 4 5 6 7 8 9

## PRE-INSTALLED

# IMAGE APPLICATION

Examples on how to apply the 3RP logo on photographs and images

## COLOR OPTIONS



# DIGITAL APPLICATION

WEBSITE: [WWW.3RPSYRIACRISIS.ORG](http://WWW.3RPSYRIACRISIS.ORG)

DATA PORTAL: [HTTPS://DATA2.UNHCR.ORG/EN/SITUATIONS/SYRIA](https://DATA2.UNHCR.ORG/EN/SITUATIONS/SYRIA)





# 3RP

## REGIONAL REFUGEE AND RESILIENCE PLAN

3RP SECRETARIAT

[3RPCONTACT@GMAIL.COM](mailto:3RPCONTACT@GMAIL.COM)

[WWW.3RPSYRIACRISIS.ORG](http://WWW.3RPSYRIACRISIS.ORG)

   @3RPSYRIA