The CCCM Cluster logo is available HERE in EPS, JPG, PNG, and SVG formats. The logos are included in two separate folders: CMYK and RGB. Use CMYK for print and RGB for web.
The CCCM Cluster logo exists in two colour; Blue Sapphire for light backgrounds and “Ecru white” for dark backgrounds. Operations that need to modify the logo and add their country or cluster name, please use the appropriate template found HERE or contact XXX.

Do not under any circumstance stretch the logo, change the colours, make your own variations or use the old logo. If you have any questions about how you may use the logo, please contact the Global CCCM Team.

Light background country sector example (please contact Global CCCM Team for other variations)

Light background country cluster

Dark background country cluster

CORE ELEMENTS  Colour applications
The CCCM Cluster has three primary colours: Blue Sapphire, Baltic Sea and Burnt Sienna. These colours should be used for all CCCM Cluster publications. Burnt Sienna should be used as an accent colour. Baltic Sea should be used in place of black, for a slightly warmer, richer tone.

There are four secondary colours to be used for diagrams, highlighted text boxes, maps and infographics. They complement the primary colours. Limit the number of secondary colours you use in your design and use them sparingly.
It is possible to use the primary and secondary colour palette with different transparency values for better readability. It is recommended to stick to 70% - 50% - 30% transparency levels. These should only be used if the full colour palette cannot be used.

- Transparency 70%
- Transparency 50%
- Transparency 30%
**Primary Typeface**

**Inter** is the CCCM Cluster primary typeface and should be used for visibility materials and external communications. It is a free font that can be downloaded [here](#).

**Inter Regular** should be used for body text, text boxes and lead paragraphs. **Inter semibold** can be used for emphasis. **Inter bold** can be used for titles, headlines and subheaders. **Inter extra light italic** and **semibold italic** can be used for quotes and text emphasis. The text weights used are 10pt for body text, 12pt for subheadings and lead paragraphs and 18pt for titles and headings. This can vary slightly depending on the usage.

The colours to be used for the typeface should be CCCMs primary colours. **Don't use full black** for body text, rather use “Baltic sea” (#C2C2C2), “Blue sapphire” and “Burnt sienna” can be used sparingly for emphasis.

If the primary typeface is not available, **Arial** can be used as an alternative. Arial is available on most computers and provides a sans serif typeface that can be used instead of Inter.

---

**TITLES AND HEADLINES**

**Subheaders and lead paragraphs** - abor sitidolum aute volendtem adet dolot edalia conse am eum incid quasut versperunt.

**Body text** - Qui ullamor sili dolum aute volenducitem dero ad et dolo consequi am eum incid qui ut versperunt. Liquam iopenimilipor erspera autatur sitiam, volor res rem re num labor rem aspient urendis secatur, optae simoluptas sum voluptas molupti umque ipsanderspel id milis doluptatquas quo velit quis exeribu scilicabo. Nequibus dolendandi qui sit lacesitus nonest venitichum faccust asperferion rentium.

**Body italic** - Turnermgu ullamor sitidol am aut volenducitem ad et dolo tealia consequi am eum incid qui ut versperunt. Liquam iopenimilipor erspera autatur sitiam.

**Text box** - Qui ullamor sili dolum aute volenducitem dero ad et dolo consequi am eum incid qui ut versperunt. Liquam iopenimilipor erspera autatur sitiam, volor res rem re num labor rem aspient urendis secatur, optae simoluptas sum voluptas molupti umque ipsanderspel id milis doluptatquas quo velit quis exeribu scilicabo. Nequibus dolendandi qui sit lacesitus nonest venitichum faccust asperferion rentium.

**Hyperlink** - [CCCM Cluster Website](#)
When creating graphs, maps and infographics, make sure to adhere to the CCCM Cluster design guidelines. Use colours from the available colour palette. Use the colour “Burnt Sienna” to highlight elements within your graphics. Make use of the secondary colour palette only when needed.

You should credit CCCM Cluster work according to these guidelines:
© Author Name / Agency

When using icons and maps, use OCHA’s icons and maps found HERE and adjust the colours. When creating new icons, follow OCHA’s guidelines for icon creation.
The CCCM Cluster has a range of different document templates and stationery available HERE. These include business card, letter, email, meeting minutes, powerpoint presentation, etc... Make sure to use the templates as often as possible.

Contact the CCCM Cluster Team if you need additional stationary templates.
When using backgrounds for video conference meetings, reports, social posts, etc., you can use a set of pre-made backgrounds available HERE. You can also create your own backgrounds by using a photo that follows CCCM criteria and use a colour overlay with the Blue Sapphire colour at 80% transparency. Do not forget to add the CCCM logo.

Contact the Global CCCM Cluster Team if you need support.