

DESIGN GUIDE



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CORE ELEMENTS Proportions

Intro (tba)

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.



CORE ELEMENTS Colour applications

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



Dark background



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



Light background country cluster










Dark background country cluster



CORE ELEMENTS Colour palette

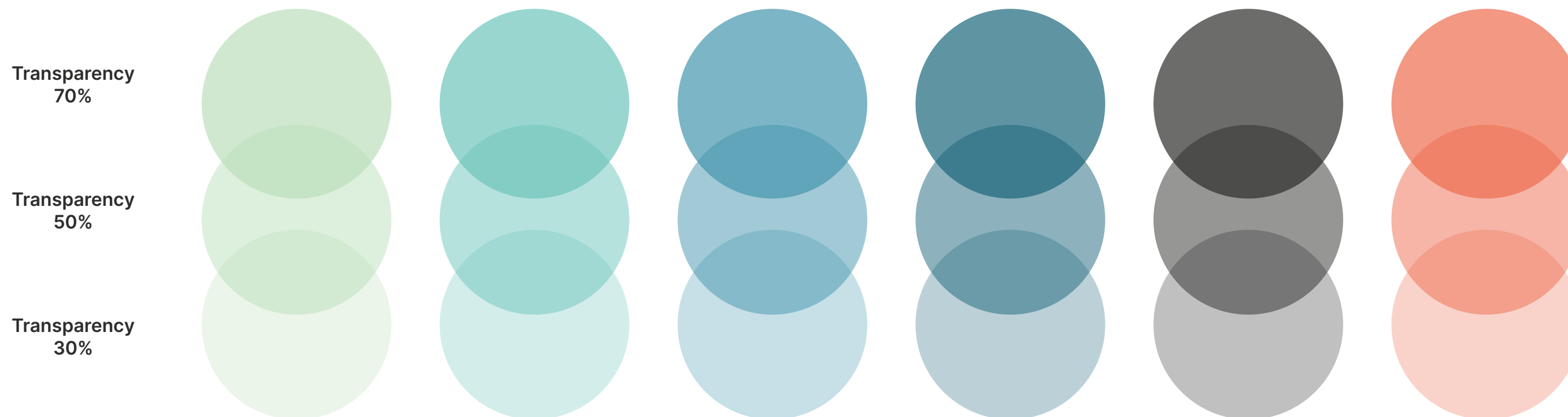
The CCCM Cluster has three primary colours: Blue Sapphire, Baltic Sea and Burnt Sienna. These colours should be used for all CCCM Cluster publications. Burnt Sienna should be used as an accent colour. Baltic Sea should be used in place of black, for a slightly warmer, richer tone.

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.

Secondary colours				Primary colours		
						
HEX #F5F3E8	HEX #BBDFBB	HEX #6FC5BC	HEX #4595AD	HEX #1B657C	HEX #2C2C2C	HEX #EC6B4D
RGB 245 / 243 / 232	RGB 187 / 223 / 187	RGB 111 / 197 / 188	RGB 69 / 149 / 173	RGB 27 / 101 / 124	RGB 44 / 44 / 44	RGB 236 / 107 / 77
CMYK 0 / 1 / 5 / 4	CMYK 16 / 0 / 16 / 13	CMYK 44 / 0 / 5 / 23	CMYK 60 / 14 / 0 / 32	CMYK 178 / 19 / 0 / 51	CMYK 0 / 0 / 0 / 83	CMYK 0 / 55 / 67 / 8

CORE ELEMENTS Colour palette

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.



CORE ELEMENTS Primary Typeface

Inter Extra Light Italic

Inter Regular

Inter Bold

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.

Inter Bold
18pt
Blue sapphire

TITLES AND HEADLINES

Inter Regular (and Bold)
12pt
Burnt sienna

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

Inter Regular (and Semibold)
10pt
Baltic sea
Align left, not justified

Body text - Qui ullabor siti dolum aute volenducitem dero ad et dolo consequi am eum incid qui ut versperunt. Liquam ipienimilit porersp erspera autatur sitiam, volor res rem re num labor rem aspient urendis secatur, optae simoluptas sum voluptas molupti umquae ipsanderspel id milis doluptatquas quo veliquis exeribu scilicabo. Nequibus dolendandi qui sit lacestius nonesti venihicatum faccust asperferion rentium.

Inter Extra Light Italic (and Semibold)
10pt
Baltic sea

Body italic - Turnergui ullabor sit dolum aute volenducitem ad et dolo tealia consequi am eum incid qui ut versperunt. Liquam ipienimilit porersp erspera autatur sitiam.

Inter Regular (Semibold for emphasis)
10pt
Baltic sea text, ecru white box
Align left, not justified

Text box - Qui ullabor siti dolum aute volenducitem dero ad et dolo consequi am eum incid qui ut versperunt. Liquam ipienimilit porersp erspera autatur sitiam, volor res rem re num labor rem aspient urendis secatur, **optae simoluptas** sum voluptas molupti umquae ipsanderspel id milis doluptatquas quo veliquis exeribu scilicabo. Nequibus dolendandi qui sit lacestius nonesti venihicatum faccust asperferion rentium.

Inter Regular, underlined
10pt
Blue sapphire
Align left, not justified

Hyperlink - [CCCM Cluster Website](#)

APPLICATION Graphs, maps and infographics

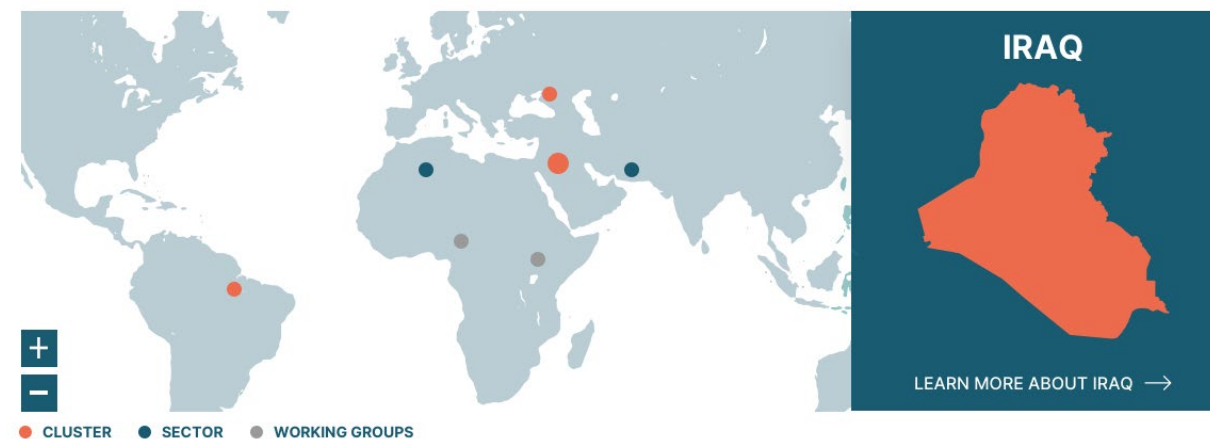
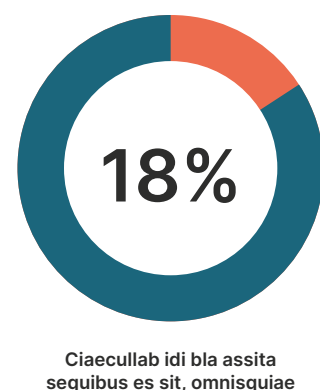
When creating graphs, maps and infographics, make sure to adhere to the CCCM Cluster design guidelines. Use colours from the available colour palette. Use the colour “Burnt Sienna” to highlight elements within your graphics. Make use of the secondary colour palette only when needed.

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.

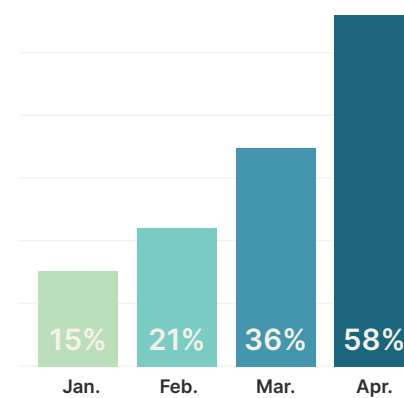
GRAPH TITLE PLACEHOLDER



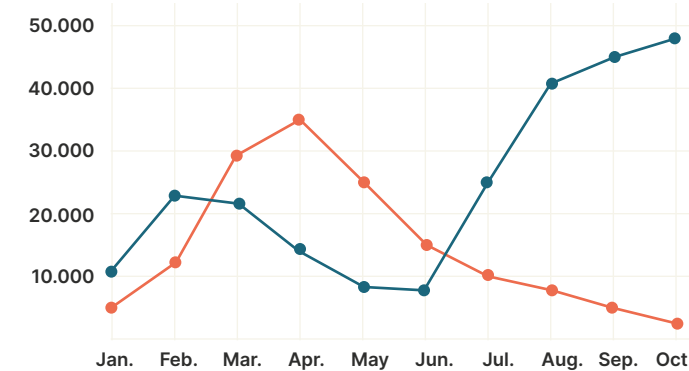
OCHA Icons



GRAPH TITLE PLACEHOLDER




GRAPH TITLE PLACEHOLDER



APPLICATION Documents and stationery

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.

Name Here
Job title

Tel: +41 XX XXX XXXX
E-mail: name@iom.int
Skype: name



Adressed to
Name Receiver
Title
Tel +41 XX XXX XXXX
E-mail name@iom.int
Skype: name

From
Name Sender
Title
Tel +41 XX XXX XXXX
E-mail name@iom.int
Skype: name

Date


Heading
Eriorro optatio nsequam essus rero ma ipient utendi volo consernam externam, sam, omnihil iquatem ra simagnam quidem int exerum, od quis dolupta sintis pelibea volorerum doluptionet riribeatus utempos aute mint quat aut est litatia ne quodio custiati voluptaquos quoditat ma pla aute evendis alibusanima solorion cus id quo ipienimagnam esed quiatur?

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Best regards,
Signature
Name

HEADING

Meeting minutes

Program / Project	Meeting Date
XXX	01.01.2023
Meeting place	Chair
Zoom meeting	J. Smith
Meeting purpose	XXX

In Attendance


Name	Organisation	Contact info
First Name Last Name	XXX	email@address.org
First Name Last Name	XXX	email@address.org
First Name Last Name	XXX	email@address.org

Previous Action Points

Action points	Status
Action 1	XXX
Action 2	XXX
Action 3	XXX

Agenda

Agenda item	Main points of discussion	Follow-up actions
Item 1	Response X Modifications → Agenda item 1	XXX
Item 2	Response X Modifications → Agenda item 2	XXX
Item 3	Response X Modifications → Agenda item 3	XXX



APPLICATION Documents and stationery

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.

VIDEO CONFERENCE BACKGROUND EXAMPLE

