

Collaborative Cash Delivery

BRAND

COLOURS

TYPOGRAPHY

VISUALS ELEMENTS

LAYOUTS

CONTENTS

COMING TOGETHER FOR A SOLUTION

The CCD is made up of 15 NGOs working together to better address the humanitarian crisis of today and be prepared for the predicted increasing number of crisis in the future.

We believe that collaboration is the best way to do this; but we must undertake collaboration in a new way - collaboration that is easy, customizable, scalable and enabled through a platform approach.

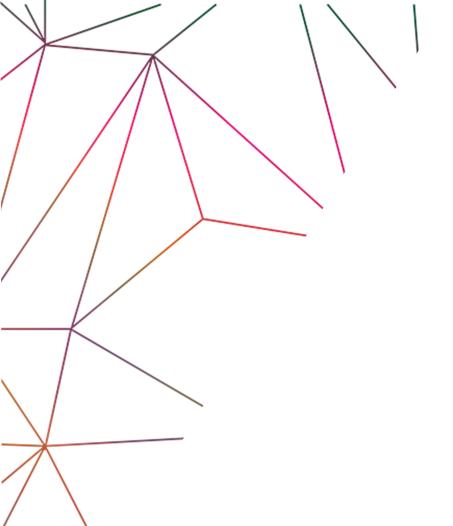
Together we are building a platform that will transform humanitarian collaboration for good.

OUR ROLE AS A BRAND

To bring organizations and people together, embracing and respecting the differences and the challenges



OUR BRAND



WE EMBRACE

TOGETHER WE ARE

challenge

strong

humanitarian values

bold

diversity

impactful

curiosity

focused

flexibility

structured

collaboration

multiple

accountability

effective

making it seems effortless

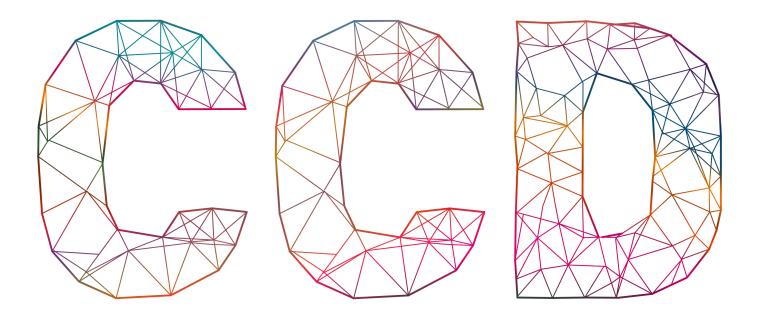
and more

OUR BRAND

STRUCTURED

AND

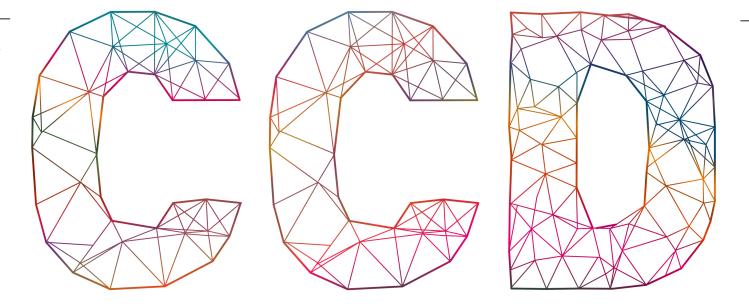
FLEXIBLE



Collaborative Cash Delivery

OUR LOGO_

OUR CCD SYMBOL IS A BESPOKE SHAPE BUILT FROM ADAMAS FONT



AS THE 15 NGOs THAT ORIGINATED CCD DID, HERE THE LINES WITH ITS DIFFERENT SIZES AND COLOURS COME TOGETHER TO DRAW OUR BRAND NAME

Collaborative Cash Delivery

MONTSERRAT SEMIBOLD IS USED IN OUR WORDMARK TO BRING SOLIDITY AND WEIGHT TO OUR BRAND OUR LOGO IS MADE OF THE COMBINATION OF WORDMARK AND SYMBOL. THEY ARE MEANT TO BE DISPLAYED TOGETHER

Minimum Width

Maximum Width

Logo A

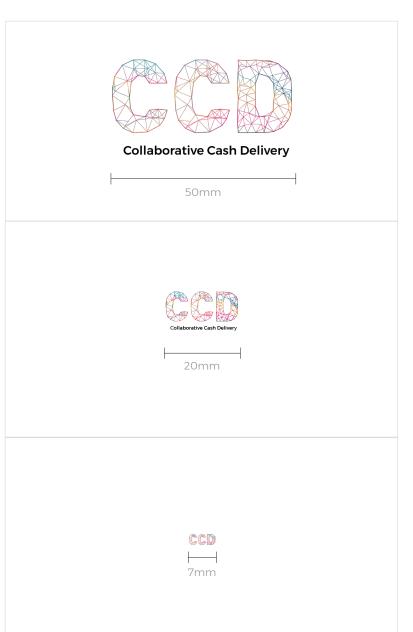
Logo A is used for any files where the logo will be 50mm wide or bigger. This includes printed, office and web files.

Logo B

Logo B is used for any files where the logo will be between 20 and 49mm wide. This includes printed, office and web files.

Logo C

Logo C is used for any files where the logo will be between 7 and 19mm wide. Recommended for icons and favicons.

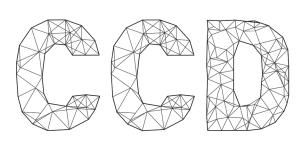




Black White

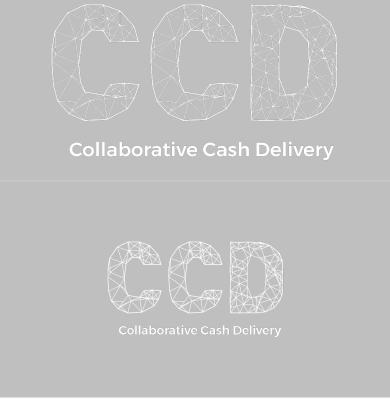
Logo A

Black and White variants to be used when background is coloured. Exception made for when the background is our CCD Super Light Grey colour (see details on colour section).



Collaborative Cash Delivery

Collaborative Cash Delivery



Logo B

Black and White variants to be used when background is coloured. Exception made for when the background is our CCD Super Light grey colour (see details on colour section).

Logo C

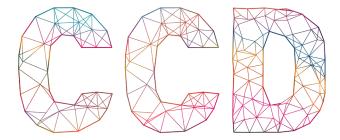
As it is recommended for web usage as icons and favicons, Logo C should only be used in colours.

CCD

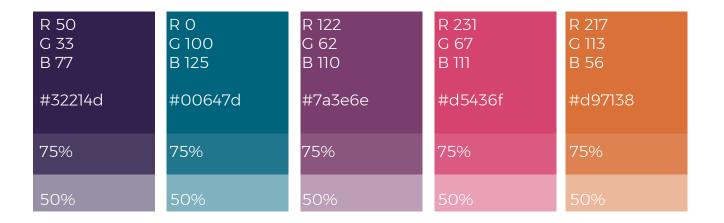


MULTIPLE
AND
STRONG

OUR COLOUR PALETTE DERIVES FROM OUR LOGO BACKGROUND



Collaborative Cash Delivery



R 25 G 25 B 25 #191919 R 216 G 216 B 216 #D8D8D8 R 240 G 241 B 241

#B53934

R 255 G 255 B 255 #FFFFFF

OUR COLOURS

BOLD

ELEGANT

TOGETHER

WE ARE REWRITTING THE FUTURE OF HUMANITARIAN COLLABORATION

The CCD is made up of 15 NGOs working together to better address the humanitarian crisis of today and be prepared for the predicted increasing number of crisis in the future. We believe that collaboration is the best way to do this; but we must undertake collaboration in a new way – collaboration that is easy, customizable, scalable and enabled through a platform approach. Together we are building a platform that will transform humanitarian collaboration for good.

Collaborative Cash Delivery

OUR TYPOGRAPHY_

60 PT UPPERCASE

MONTSERRAT

18 PT UPPERCASE

MONTSERRAT LIGHT

14 PT

Montserrat Regular. Lorrum ipit est, sime natibus solorporem quidus, quaspienimin reptaes aligenis ex ea dolorem. Editae. Unt volorem poriorum ius estem et por rem qui dio et elia plaborum exceptibus voluptat.

Ilit aut reicit laut earchilis poreressim alique parume odis ex experit et enis.

OUR TYPOGRAPHY

Collaborative Cash Delivery

MONTSERRAT SEMIBOLD IS USED ON LOGO

MONTSERRAT THIN USED IN UPPERCASE FOR HEADLINES, 60 PT

ABCDEFGHIJKLMN OPQRSTUVXWYZ

1234567890 ?!@£\$%& MONTSERRAT LIGHT USED IN UPPERCASE FOR SUBTITLE, 24 OR 18 PT

ABCDEFGHIJKLMN OPQRSTUVXWYZ

1234567890 ?!@£\$%& MONTSERRAT REGULAR USED IN SENTENCE CASE FOR TEXT BODY, 14 PT

abcdefghijklmn opqrstuvxwyz

1234567890 ?!@£\$%&

OUR TYPOGRAPHY

IMPACTFUL

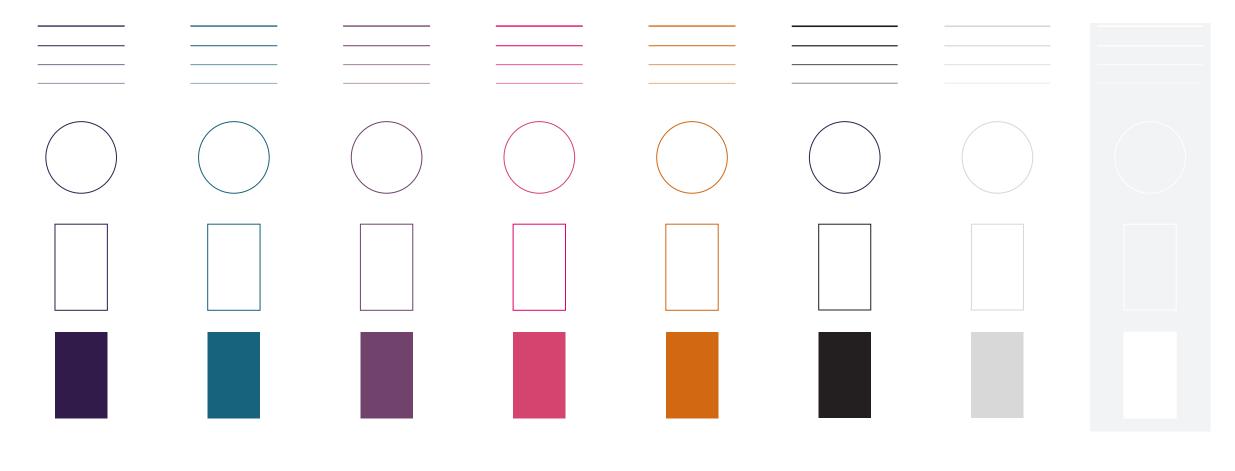
AND

FOCUSED

THE SAME POLYGONAL LINES IN TRIANGULAR SHAPES CAN POLYGONAL LINES WITH SAME COLOUR TREATMENT AS SIMPLE LINES WITH SAME COLOUR TREATMENT CAN BE EASILY APPLIED TO SIMPLER DOCUMENTS AND YET BRING BE USED ON THE EDGES OF DOCUMENTS GIVING A SENSE THE LOGO ARE USED AS BACKGROUNDS AND VISUAL **BRAND TO LIFE** OF MOVEMENT AND STRUCTURE TO THE COMPOSITION CUE FOR THE BRAND DO NOT OVERLAY TEXT WITH THE LINES

OUR VISUAL ELEMENTS

THE SHAPES AND LINES USED FOR THE BRAND ARE ALIGNED WITH THE TYPOGRAPHY STYLE. IT IS PREFERED TO USE THE OUTLINED SHAPES RATHER THAN THE FILLED ONES.



OUR VISUAL ELEMENTS ____

SEAMLESS

AND

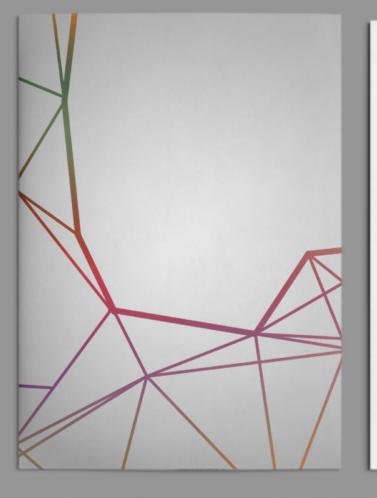
EFFECTIVE



Jessica Saulle

CCD Co-Coordinator Save the Children UK

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Present du elt, luctus id rhoncus eu, tempus ac ligula Sit amet hendrerit orci

Prespent dui elli Id rhonous eu

empue ac ligule en

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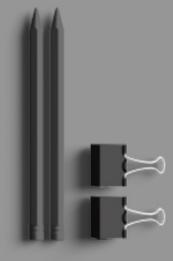
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MR and Ms Toledo Aguiar

93 St. Paul's Road N1 2UN London



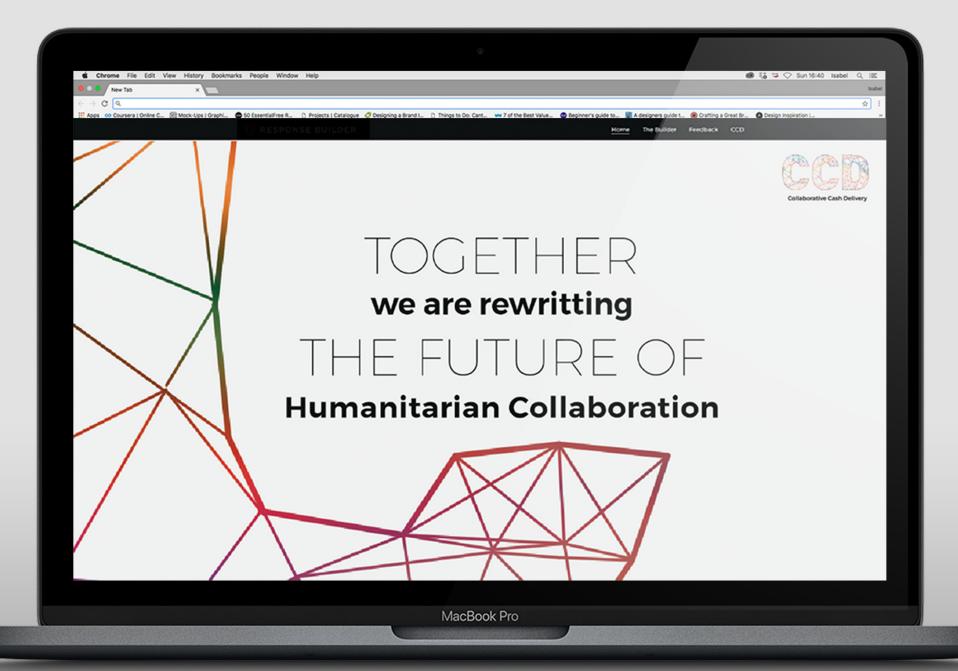


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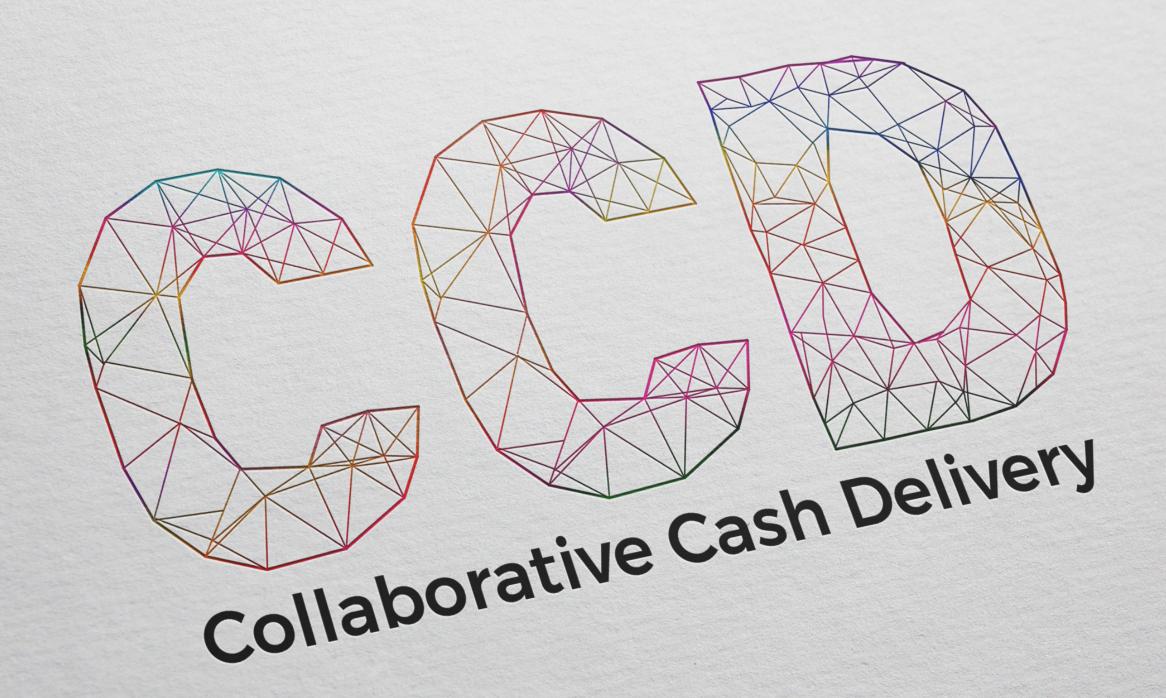
PARTNERSHIPS **NEW AND STABLISHED** MacBook Pro

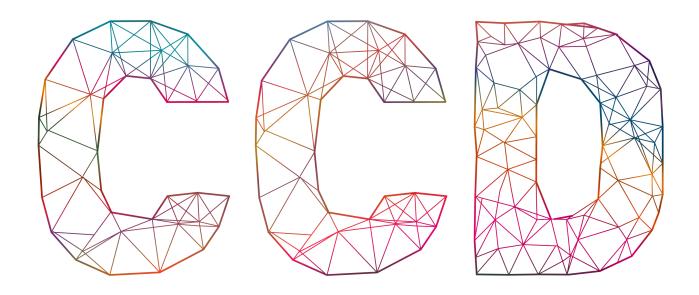
PARTNERSHIPS

NEW AND STABLISHED



MacBook Pro





Collaborative Cash Delivery





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