

Collaborative Cash Delivery

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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 BRAND

OUR ROLE AS A BRAND

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





WE EMBRACE

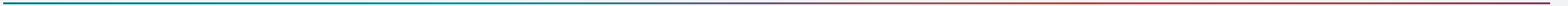
challenge
humanitarian values
diversity
curiosity
flexibility
collaboration
accountability
making it seems effortless

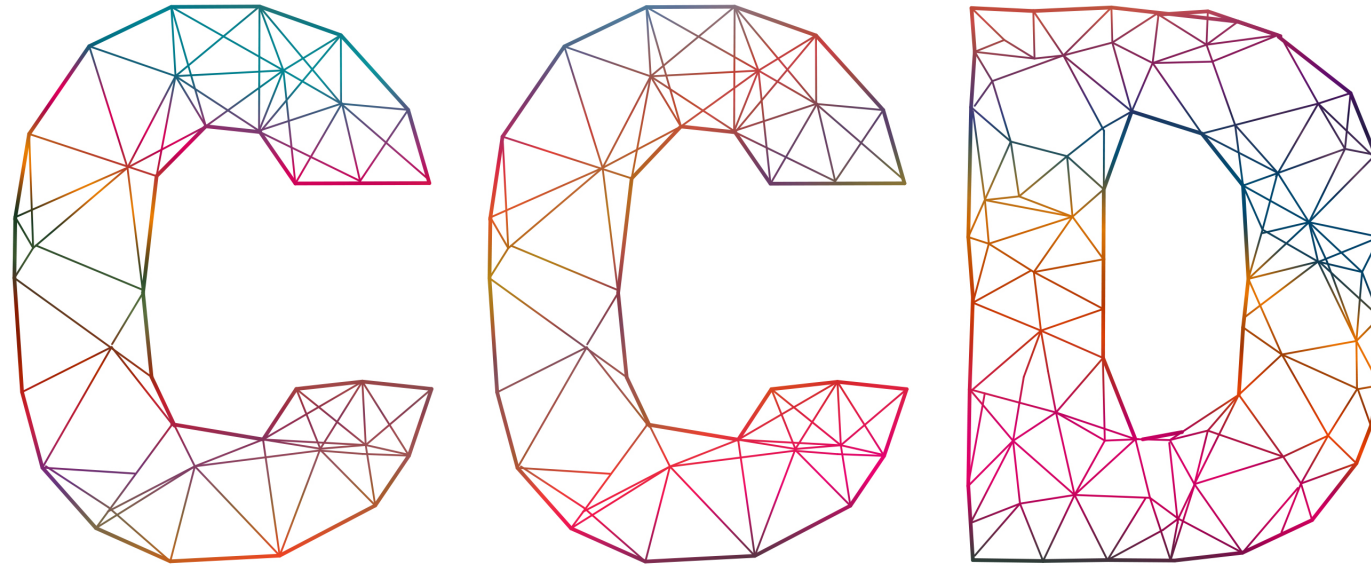
TOGETHER WE ARE

strong
bold
impactful
focused
structured
multiple
effective
and more

OUR BRAND

STRUCTURED
AND
FLEXIBLE

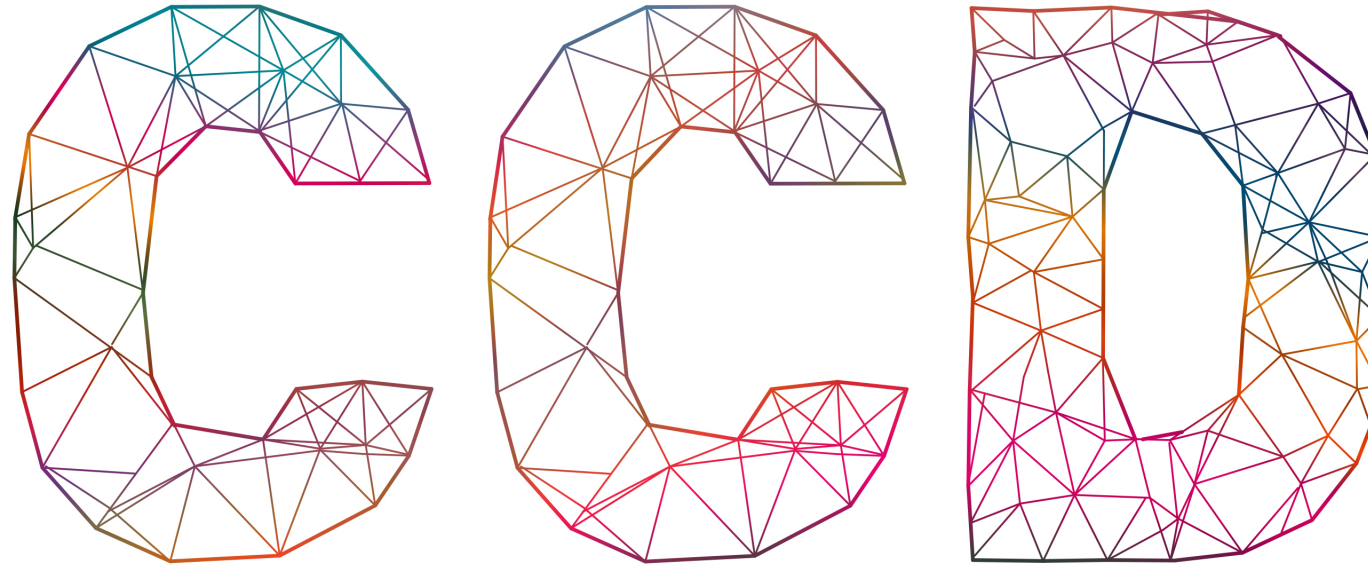




Collaborative Cash Delivery

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

MONTSERRAT SEMIBOLD IS
USED IN OUR WORDMARK
TO BRING SOLIDITY AND
WEIGHT TO OUR BRAND

Collaborative Cash Delivery

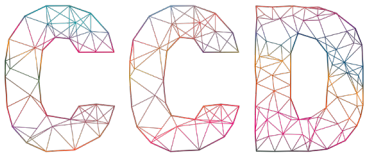
OUR LOGO IS MADE OF THE
COMBINATION OF WORDMARK
AND SYMBOL. THEY ARE MEANT TO
BE DISPLAYED TOGETHER

LOGO COLOUR VARIANTS

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.

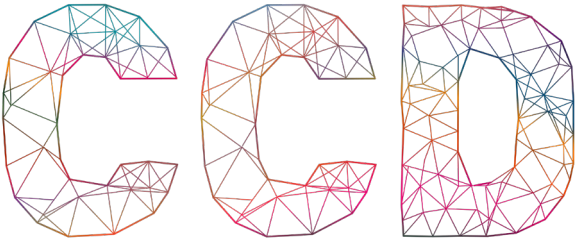
Minimum Width



Collaborative Cash Delivery

50mm

Maximum Width



Collaborative Cash Delivery

no maximum width

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.



20mm



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49mm

Logo C

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



7mm



19mm

LOGO SIZES VARIANTS

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).

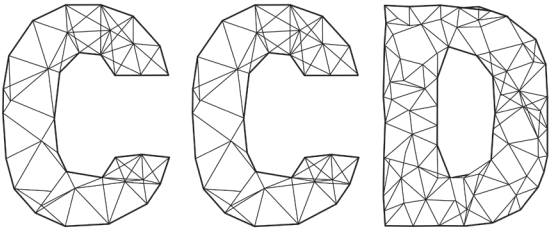
Logo B

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).

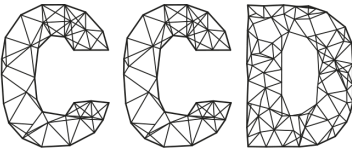
Logo C

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

Black



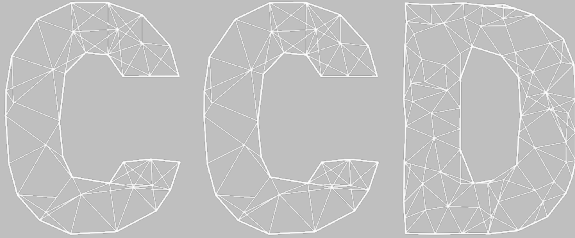
Collaborative Cash Delivery



Collaborative Cash Delivery



White



Collaborative Cash Delivery



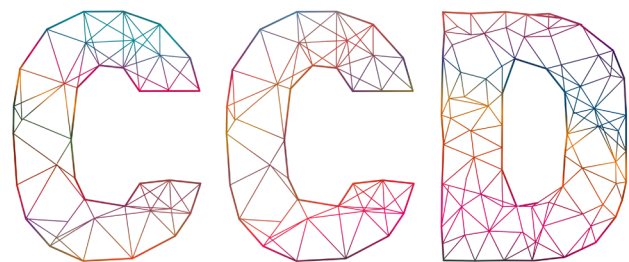
Collaborative Cash Delivery



MULTIPLE
AND
STRONG



OUR COLOUR PALETTE DERIVES FROM OUR LOGO BACKGROUND

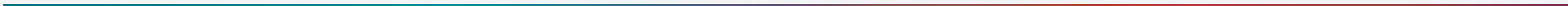


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<div><div>R 50 G 33 B 77</div><div>#32214d</div><div>75%</div><div>50%</div></div>	<div><div>R 0 G 100 B 125</div><div>#00647d</div><div>75%</div><div>50%</div></div>	<div><div>R 122 G 62 B 110</div><div>#7a3e6e</div><div>75%</div><div>50%</div></div>	<div><div>R 231 G 67 B 111</div><div>#d5436f</div><div>75%</div><div>50%</div></div>	<div><div>R 217 G 113 B 56</div><div>#d97138</div><div>75%</div><div>50%</div></div>
<div><div>R 25 G 25 B 25</div><div>#191919</div></div>	<div><div>R 216 G 216 B 216</div><div>#D8D8D8</div></div>	<div><div>R 240 G 241 B 241</div><div>#B59341</div></div>	<div><div>R 255 G 255 B 255</div><div>#FFFFFF</div></div>	

OUR COLOURS _____

BOLD
AND
ELEGANT



TOGETHER

WE ARE REWRITING 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.

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OUR TYPOGRAPHY

60 PT
UPPERCASE

MONTSERRAT
THIN

18 PT
UPPERCASE

MONTSERRAT LIGHT

14 PT

Montserrat Regular. Lorum 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 aliquae parume odis ex experit et enis.

OUR TYPOGRAPHY

Collaborative Cash Delivery

MONTERRAT SEMIBOLD IS
USED ON LOGO

MONTERRAT THIN
USED IN UPPERCASE
FOR HEADLINES, 60 PT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890
? ! @ £ \$ % &

MONTERRAT LIGHT
USED IN UPPERCASE
FOR SUBTITLE, 24 OR 18 PT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890
? ! @ £ \$ % &

MONTERRAT REGULAR
USED IN SENTENCE CASE
FOR TEXT BODY, 14 PT

abcdefghijklmn
opqrstuvwxyz

1234567890
? ! @ £ \$ % &

OUR TYPOGRAPHY

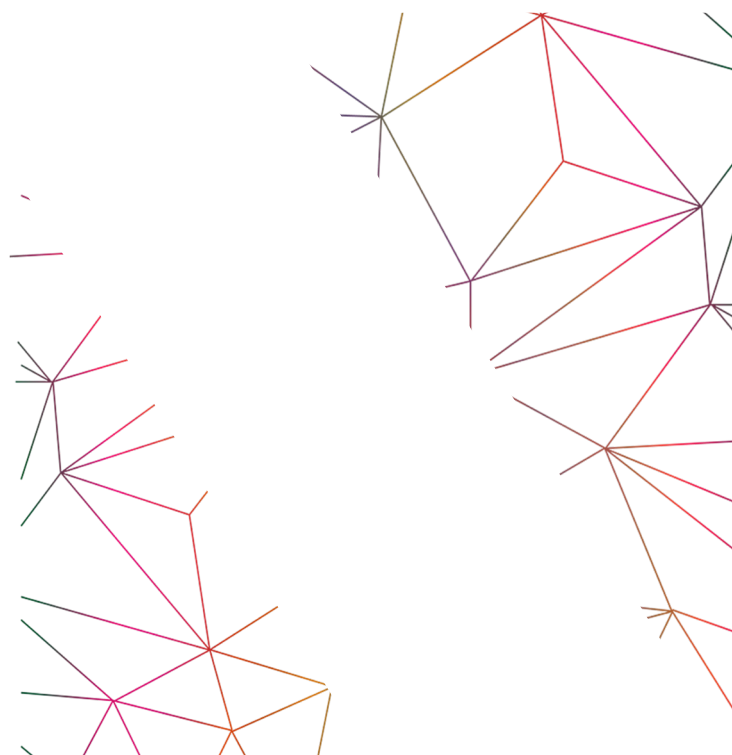
IMPACTFUL
AND
FOCUSED



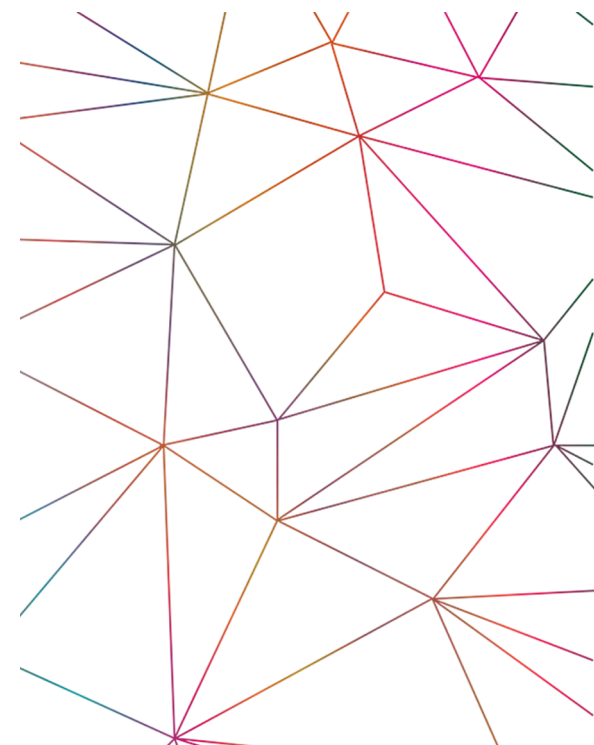
SIMPLE LINES WITH SAME COLOUR TREATMENT CAN BE EASILY APPLIED TO SIMPLER DOCUMENTS AND YET BRING BRAND TO LIFE



THE SAME POLYGONAL LINES IN TRIANGULAR SHAPES CAN BE USED ON THE EDGES OF DOCUMENTS GIVING A SENSE OF MOVEMENT AND STRUCTURE TO THE COMPOSITION DO NOT OVERLAY TEXT WITH THE LINES

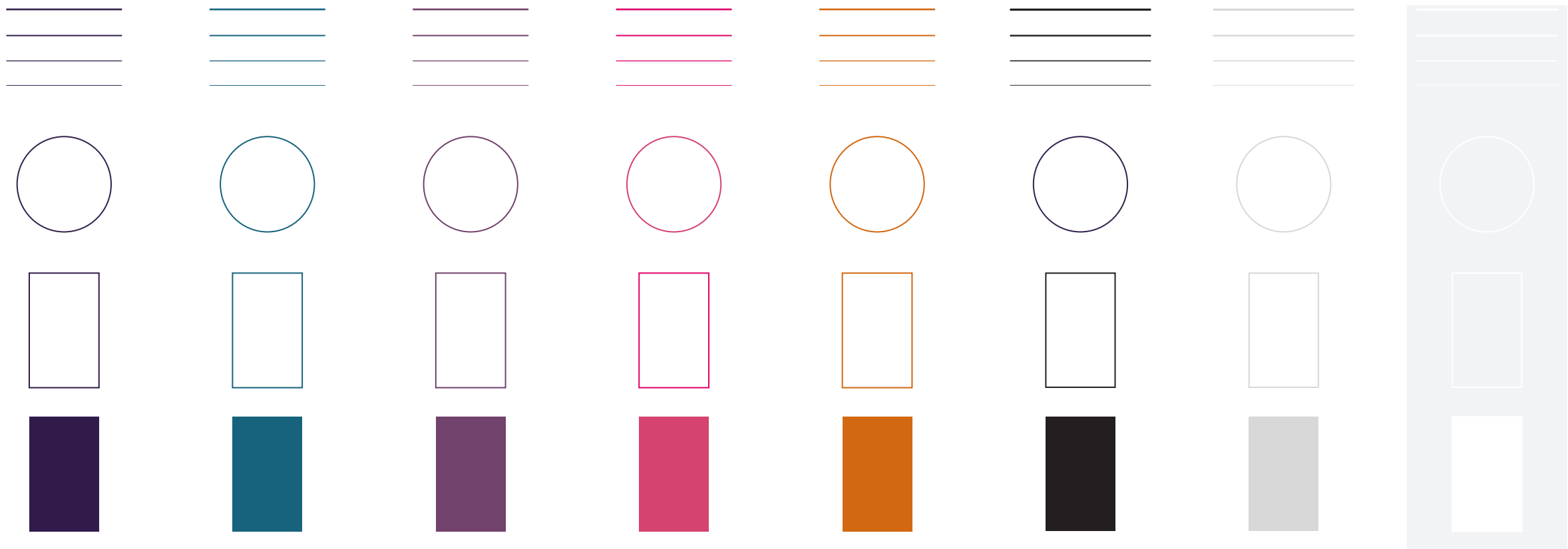


POLYGONAL LINES WITH SAME COLOUR TREATMENT AS THE LOGO ARE USED AS BACKGROUNDS AND VISUAL CUE FOR THE BRAND



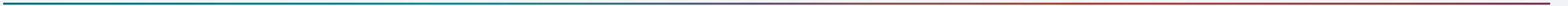
OUR VISUAL ELEMENTS

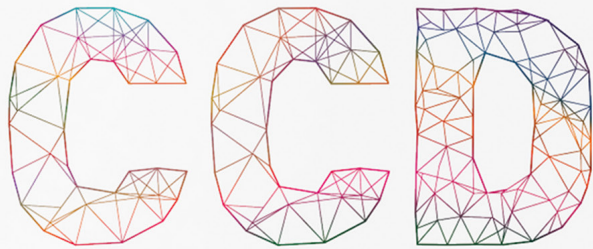
THE SHAPES AND LINES USED FOR THE BRAND ARE ALIGNED WITH THE TYPOGRAPHY STYLE.
IT IS PREFERRED TO USE THE OUTLINED SHAPES RATHER THAN THE FILLED ONES.



OUR VISUAL ELEMENTS

SEAMLESS
AND
EFFECTIVE





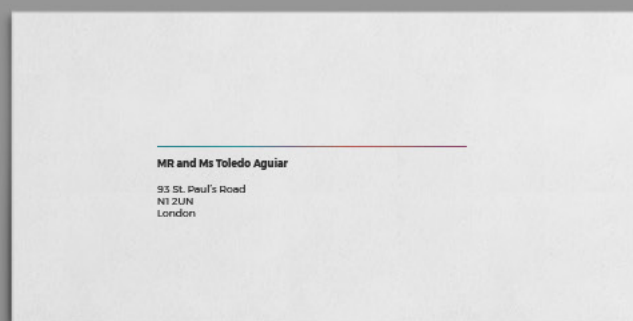
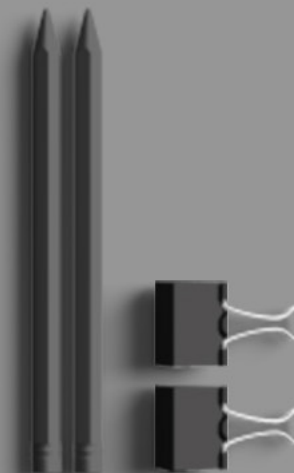
Collaborative Cash Delivery

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Save the Children UK

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j.saulle@savethechildren.org.uk
skype: jessica.saulle

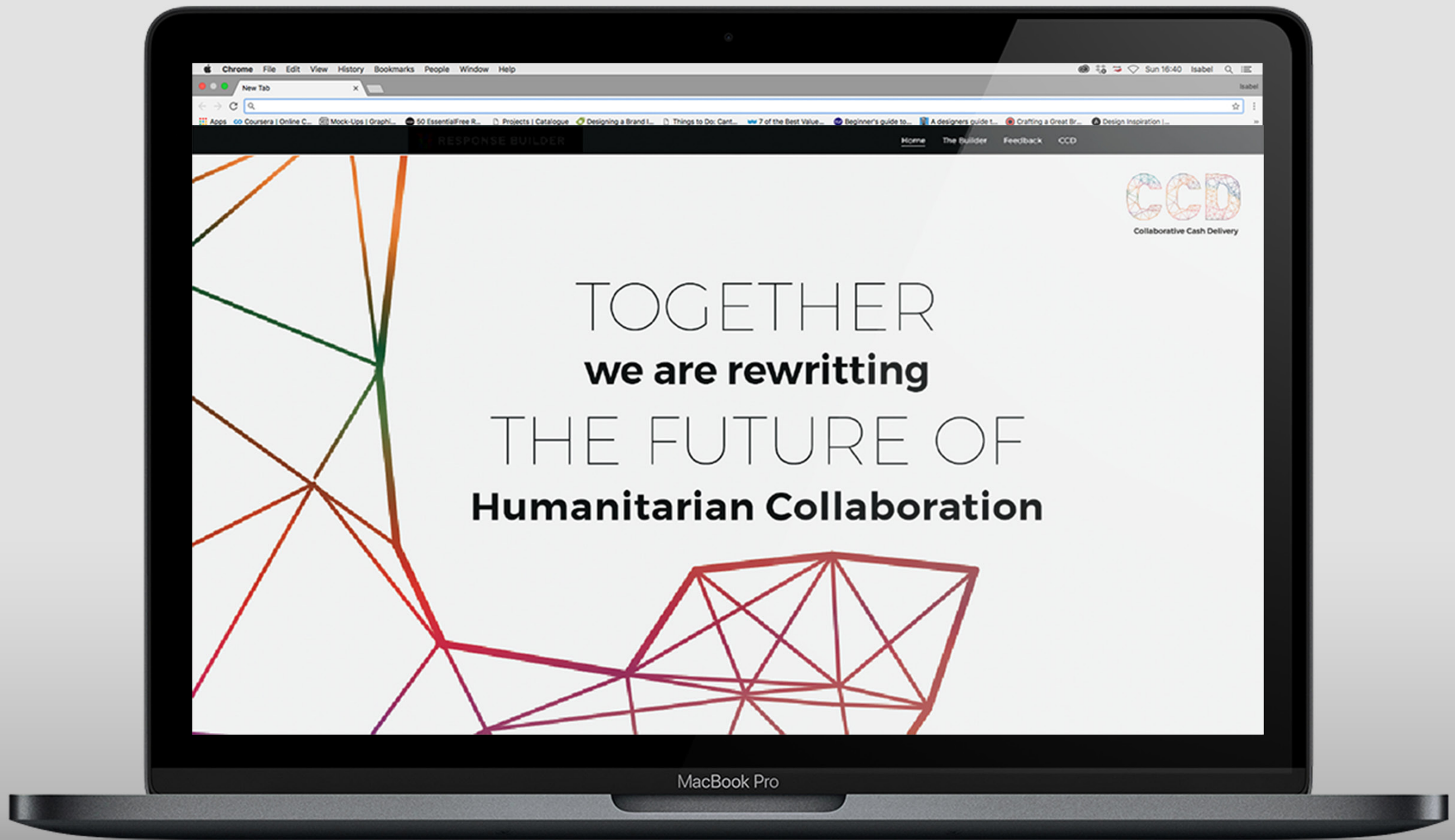
OUR LAYOUT



OUR LAYOUT



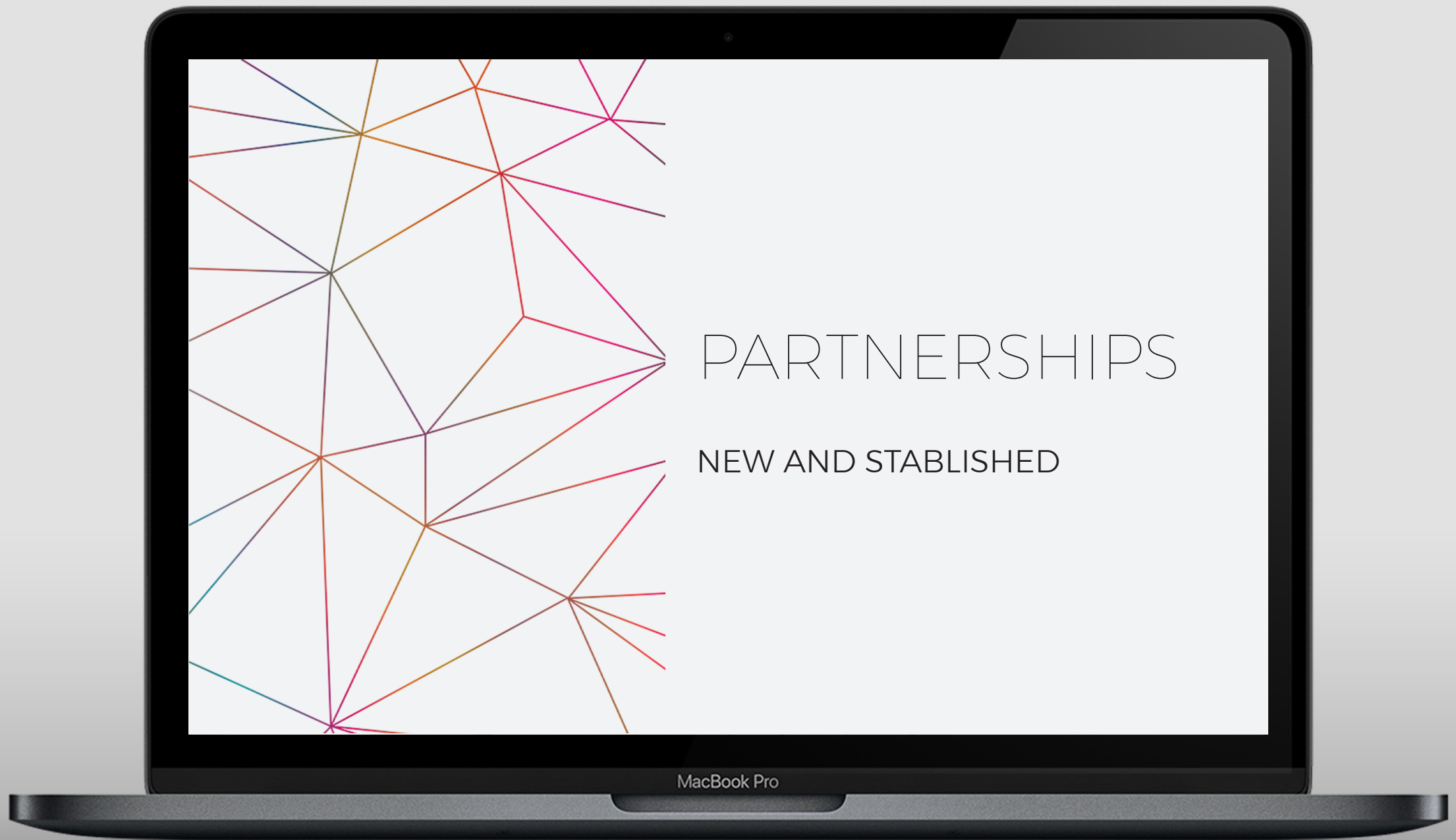
OUR LAYOUT



OUR LAYOUT



OUR LAYOUT



OUR LAYOUT

PARTNERSHIPS

NEW AND STABLISHED

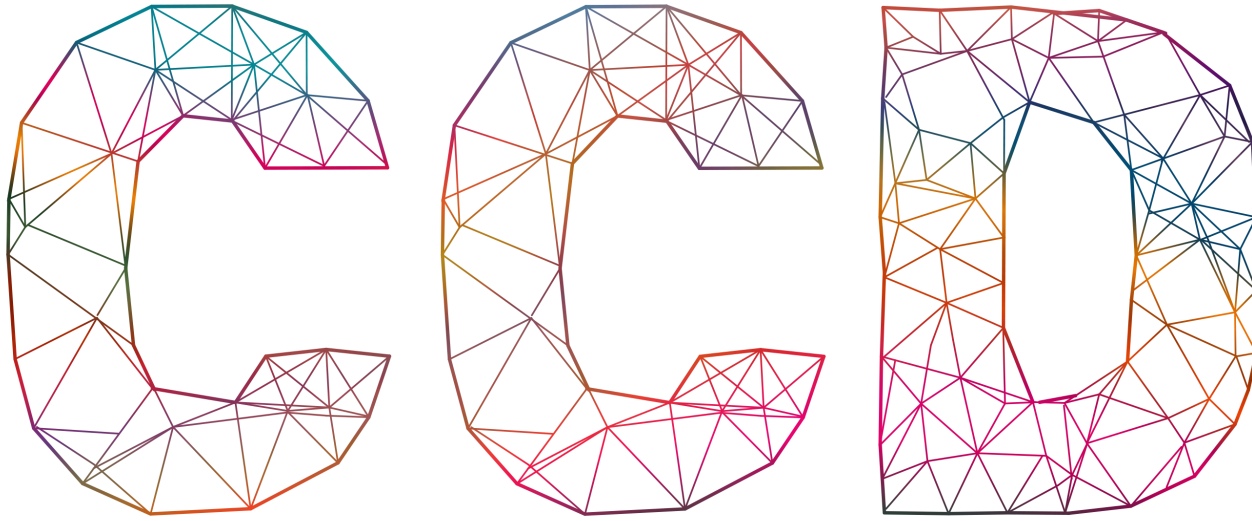


Collaborative Cash Delivery

OUR LAYOUT



Collaborative Cash Delivery



Collaborative Cash Delivery

BRAND DESIGNER



BEL LAVRATTI

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Creative Studio

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