WELCOME!

This is the updated version of the OCHA Graphics Stylebook, and it replaces the previous version that was released in 2011.

This publication is intended for OCHA staff who produce information products. It provides guidance on the design and development of web, video, print, social media and other visual material for internal or external communication. It includes guidance on OCHA’s branding (logo, colours, etc.), explains best practices in design and describes different ways to present information.

We will update this publication from time to time, so please always make sure you are working with the most recent version. You can download the latest version from the OCHA Design Community of Practice website, where you will also find templates and other assets.

If you have any questions or comments, please send them to OCHA’s Design and Multimedia Unit, Strategic Communications Branch at ochavisual@un.org.
01

OCHA LOGO

The OCHA logo is our visual signature and the cornerstone of a unified visual identity. For many audiences, the logo creates a first impression of OCHA’s work. Therefore, it is important to use the logo correctly and consistently for printed material and on the web.

The logo incorporates the existing UN globe-and-wreath mark. The primary versions of the logo are vertical and horizontal, with either positive (blue) on a white background or negative (white) on a solid background.
LOGO USE

ORIENTATION

When deciding whether to use the vertical or horizontal logo, consider which shape fits the area best and which shape allows for the largest, most visible placement.
In situations where OCHA’s role is not well known, use the logo with the organization’s name spelled out in full.

Take into consideration that this version will only work in medium and large sizes, otherwise the text will not be readable.
CLEAR SPACE

The logo should always appear clearly defined. Regardless of which version of the logo is used, a minimum amount of clear space should be designated around it, with no other visual element or type infringing upon it. Since the logo will appear in different sizes, this amount of space must be defined relative to the logo itself.

The amount of clear space is equal to half the size of the radius of the globe in the UN emblem. The dotted lines show the areas within which no other elements should infringe.
WITH OTHER LOGOS

When pairing the OCHA logo with the logos of other entities, first attempt to match the orientation of the logo: horizontal or vertical. Then, if possible, match the size of the UN emblem (or other similar emblems), unless one organization needs more or less recognition than another (see example 1). If doing so makes one logo too large or small, attempt to match the size of the type (see example 2).

If you need further assistance, please contact the Design and Multimedia Unit (ochavisual@un.org).

EXAMPLE 1

EXAMPLE 2
MINIMUM SIZE

The OCHA logo should always be presented in ways that enable maximum clarity and readability. To guarantee that the logo is legible in print and in digital media, always respect the following minimum sizes.

In the rare cases when you are required to reduce the size of the logo even more, please contact the Design and Multimedia Unit for guidance.

MINIMUM WIDTH

20mm / 57px

10mm / 28px
ONE OCHA

The OCHA logo represents the entire organization, as well as individual OCHA offices. Therefore, do not add office names to the logo. Add them only to the product’s header or footer in an area separate from the logo.
BACKGROUND

Make every effort to place the logo over a solid background.

The logo may appear in blue (positive) only over light, neutral colours (light grey, light brown, etc.).

If the background is dark, whether it’s a solid colour or a simple image, use the negative (white) logo.

As a general rule never place the logo directly over a photograph.
**INCORRECT USAGE**

OCHA logo must not be altered, changed, modified, or added to in any way. You should pay especial attention when resizing the logo to not distort it and always keep the same proportions.

The following examples illustrate some common errors that should be avoided.
In order to become an integral part of the UN visual family, OCHA will adopt the UN blue (Pantone PMS 279). Blue represents peace, as opposed to red, which represents war.

We have developed complementary colour ramps, inspired by the UN blue, to be used for print and digital products.
The primary colour is our signature colour and should be used predominantly in all OCHA visuals. A six-value ramp inspired by the UN blue will be sufficient for most design and infographic needs when combined with grey and black. Resist the temptation to add more colours. Effective data visualizations rely on a clear and deliberate use of colour to help the reader quickly digest the information.

Salmon is a supporting colour and should be used as an accent colour to complement your design.

Grey acts as a neutral colour. It typically works as a design backdrop and generally can be merged with any other colour.

Most of OCHA’s infographics and communication designs can easily be achieved by simply using the primary and secondary colours, and without the need to add other colours.
Most of OCHA’s visual products do not require tertiary colours. Additional complementary full-range colours are provided for maps and illustrations only.

If you require more colours than just the primary and secondary colours in your infographic, this probably means that you did not choose the correct visualization technique. Think about another way to represent your material without the need to add other colours.

TERTIARY COLOURS

| Pantone 157C | Pantone 379C | Pantone 367C | Pantone 3242C | Pantone 265C | Pantone 467C |
| RGB 236, 161, 84 | RGB 226, 232, 104 | RGB 164, 214, 94 | RGB 113, 219, 212 | RGB 144, 99, 205 | RGB 211, 188, 141 |
| HEX ECA154 | HEX E2E868 | HEX A4D65E | HEX 4D6E54 | HEX 9063CD | HEX D3BC8D |
| CMYK 0, 42, 74, 0 | CMYK 13, 0, 61, 0 | CMYK 41, 0, 68, 0 | CMYK 44, 0, 20, 0 | CMYK 52, 66, 0, 0 | CMYK 6, 15, 41, 10 |

USE ONLY WHEN STRICTLY NECESSARY
A seven-value ramp is provided for print and web for primary, secondary and tertiary colours. However, you will need to use them cautiously.

The lightest colours (95 per cent lightness) are provided to be used for a light background, such as a website background or in print, as an alternate table background or a box background. Do not use them as a ramp colour for choropleth maps.*

When creating choropleth maps,* choose a maximum of five values in the ramp to ensure that the colours will be visibly different.

*Choropleth map: a map that uses differences in shading, coloring, or the placing of symbols within predefined areas to indicate the average values of a property or quantity in those areas.
Typography plays an important role in infographics and communications products. It is widely used as a design element by playing with size, weight and colour, and it is commonly used to write documents. The typeface of choice will therefore depend on the products, software, knowledge and workflow.
Arial is the font of choice for general use, as it is distributed with all major computer operating systems. Using Arial guarantees that products will appear as originally designed, regardless of what software or computer the reader is using.

The OCHA Microsoft Word templates have predefined styles using Arial for body text, headings and titles. Use Arial for any collaborative product needing frequent updates by multiple people.

During an emergency, we need to deliver timely and relevant products. But imagine if your colleague gave you a file to edit and you couldn't open it because the font was not installed on your computer. Or, when you opened it, the structure was upside down because the font was replaced by another font on your computer. You would then have to waste valuable time replacing the font and fixing the layout instead of focusing on the content. You don’t want to be in this stressful situation, particularly during a crisis.

In our working environment, we need to prioritize interoperability to design.

Installed by default on Mac OS and PC:

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic
Arial Black Regular
Arial Narrow is not included by default with the operating system. It is licensed and included with MS Office. Therefore, do not use it.

Arial Narrow Regular
Arial Narrow Italic
Arial Narrow Bold
Arial Narrow Bold Italic
The typefaces for advanced users are not set by default, meaning you will need to install them. Open source Google fonts were chosen to avoid licensing issues, and for their compatibility with Macintosh and PC. Use the following typefaces when you are 100 per cent sure that the team has the font installed in a collaborative environment.

**PRIMARY TYPEFACE: ROBOTO**

Roboto was chosen as the primary font family as it provides various weights, each with a regular and italic version, and in three families (regular, condensed and slab).

Roboto Thin
Roboto Thin Italic
Roboto Light
Roboto Light Italic
Roboto Regular
Roboto Italic
Roboto Medium
Roboto Medium Italic
Roboto Bold
Roboto Bold Italic
Roboto Black

Roboto Black Italic

Roboto Condensed Light

Roboto Condensed Light Italic

Roboto Condensed Regular

Roboto Condensed Italic

Roboto Condensed Bold

Roboto Condensed Bold Italic

Roboto Slab Thin

Roboto Slab Light

Roboto Slab Regular

Roboto Slab Bold
SECONDARY TYPEFACE: CRIMSON PRO

Crimson is an open source font used as a secondary font family to complement Roboto, especially in print production, in a long body text for its readability.

Crimson Pro Extralight
Crimson Pro Exarlght Italic
Crimson Pro Light
Crimson Pro Light Italic
Crimson Pro Regular
Crimson Pro Italic
Crimson Pro Medium
Crimson Pro Medium Italic
Crimson Pro Semibold
Crimson Pro Semibold Italic
Crimson Pro Bold
Crimson Pro Bold Italic
Crimson Pro Extrabold
Crimson Pro Extrabold Italic
Crimson Pro Black
Crimson Pro Black Italic
Google developed this font, which aims to support all languages with a harmonized look and feel.

**CHINESE**

Use Noto Sans CJK SC (Simplified Chinese).
- 中文 Thin
- 中文 Light
- 中文 DemiLight
- 中文 Regular
- 中文 Medium
- 中文 Bold
- 中文 Black

**ARABIC**

Use Noto Kufi for titles.
- ﻋﺮﺑﻲ light
- ﻋﺮﺑﻲ Regular
- ﻋﺮﺑﻲ Medium
- ﻋﺮﺑﻲ Bold
RUSSIAN
Use Noto Sans.

Русский Thin
Русский Thin Italic
Русский Light
Русский Light Italic
Русский Regular
Русский Italic
Русский Medium
Русский Medium Italic

Русский SemiBold
Русский Bold
Русский Bold Italic
Русский ExtraBold
Русский ExtraBold Italic
Русский Black
Русский Black Italic
Google fonts are open source and freely available for download.

For web usage, Google fonts are hosted on google.com. All you need to do is include a few lines of CSS (or JavaScript) to embed one or more of these fonts in your web pages.

For print, you can download the fonts for free and install them on your local computer. Go to fonts.google.com and search for the desired font (e.g., Roboto). Then click on the “+” icon to make the selection.

To download the font, click the download button on the top right.

Crimson Pro is available here: www.dropbox.com/s/1mogi3ek2pelcjw/CrimsonPro.zip?dl=1

Noto is available here: www.google.com/get/noto/

Dubai font is available here: www.dubaifont.com/download
This chapter provides examples of print and digital products using OCHA colours and fonts.
Social media quote card using the primary colour.

The Central African Republic is at a critical juncture. The worsening security situation is creating instability and forcing vulnerable civilians to once again bear the brunt of the crisis.

Ursula Mueller
This year, OCHA is marking the 25th anniversary by launching a 12-month campaign to mark UNDAC’s achievements in 12 emergencies, month by month.

UNDAC has deployed emergency response personnel and resources to 281 missions in 111 countries since its inception in 1993, helping save lives.
OTHER NEWS

40% of the country is undernourished
There have been dozens of Palestinian deaths, thousands of injuries during recent demonstrations.

4. Almost one-third of the conflict-affected people are elderly.
Microsite using the primary and secondary colours.
Making a difference

The beginning of 2017 saw more than 100 million people affected by humanitarian crises worldwide. The global humanitarian response was launched.

The humanitarian system is the backbone of the humanitarian response, and its effectiveness is crucial. In 2017, the humanitarian system dealt with four level-2 emergencies: South Sudan, Syria, Ethiopia, and Yemen. However, the humanitarian response to the crisis in Yemen was insufficient. In response to the humanitarian crisis in Yemen, the Humanitarian Task Force (HTF) was established, which is led by the United Nations High Commissioner for Refugees (UNHCR) and other humanitarian agencies.

Level 3 and corporate emergency

In 2017, the humanitarian system had to respond to a level-3 emergency in South Sudan. The United Nations High Commissioner for Refugees (UNHCR) and other humanitarian agencies responded to the crisis in South Sudan, which is the largest level-3 emergency in recorded history.
Internally displaced persons: THE UNTOLD STORY OF AN INVISIBLE MAJORITY

We have all heard the record-breaking figures: 65 million people are now forcibly displaced with more refugees and migrants leaving their homes than ever before, travelling along dangerous routes and often failing to find safety and protection. The vast majority of these people - 40.8 million, including 17 million children, are displaced within their own countries.

In 2015, there were 41 million internally displaced persons (IDPs) due to conflict in 52 countries. The highest number of IDPs are in Yemen, Sudan, Iraq, Colombia, and Syria.

In Cuba, Hurricane Irma hit for more than 72 hours from 8 to 10 September 2017. The storm surge was up to 9 meters, wind speeds were 240-250 km/h, and the width was the largest ever in the Atlantic. The population was 11.5 million, and 1.7 million people were evacuated. Around 215,000 homes were severely affected, 70% of health facilities in affected territories were damaged, and 70,000 hectares of agricultural land were damaged. 75,000 schools were damaged (500 in Havana). 3.1 million people were left without water, 10.5 million people were warned, and 5.7 million people were affected.

HURRICANE IRMA
PLAN OF ACTION

18 SEPTEMBER 2017

WIDTH: 800KM (LARGEST EVER IN THE ATLANTIC)
WIND SPEEDS: 240-250KM/H
COASTAL WAVE HEIGHT: UP TO 9 METERS

! 10.5M PEOPLE WARNED
• 1.7M PEOPLE WERE EVACUATED
• 1.3 OF 15 PROVINCES AND APROX. PEOPLE AFFECTED
• 70% OF HEALTH FACILITIES IN AFFECTED TERRITORIES ARE DAMAGED
• 75 K SCHOOLS DAMAGED (500 IN HAVANA)
• 10.5 M US$55.8 M FUNDING NEEDED
• 70% DAMAGED CRITICAL INFRASTRUCTURE AND ECOSYSTEMS HINDERING LIVELIHOODS AND ACCESS
• 2,180 HECTARES OF AGRICULTURAL LAND DAMAGED

HIT CUBA FOR MORE THAN 72 HOURS, FROM 8 TO 10 SEPTEMBER 2017
More than 20 million people in Nigeria, South Sudan, Somalia and Yemen are experiencing famine or at risk of famine over the coming six months. UN agencies and humanitarian partners are ready to scale up the response to avert a catastrophe, but the necessary funds and access to do so are required immediately.

**PEOPLE WHO NEED URGENT FOOD ASSISTANCE**

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<tr>
<th>Country</th>
<th>Famine</th>
<th>Emergency</th>
<th>Crisis</th>
<th>Stressed</th>
<th>Minimal</th>
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**CHILDREN SEVERELY ACUTE MALNOURISHED**

<table>
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<tr>
<th>Country</th>
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<th>Crisis</th>
<th>Stressed</th>
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**IMMEDIATE REQUIREMENTS (as of 14 Mar)**

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<th>Immediate Requirements</th>
<th>Immediate Requirements Received</th>
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<td>Yemen</td>
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**ADVICE AND PREVENT FAMINE IN FOUR COUNTRIES**

On the left, an infographic requiring tertiary colours to represent the food security classification.

On the right, an infographic using only the primary colour.
Illustrations using the primary and secondary colours and their shades.
Illustration requiring tertiary colours.

Illustration using only the primary colour.