Collaborative Cash Delivery
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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 crises 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
challenge
humanitarian values
diversity
curiosity
flexibility
collaboration
accountability
making it seems effortless

TOGETHER WE ARE
strong
bold
impactful
focused
structured
multiple
effective
and more
STRUCTURED AND FLEXIBLE
Collaborative Cash Delivery
Collaborative Cash Delivery

Montserrat Semibold is used in our wordmark to bring solidity and weight to our brand.

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.

Our logo is made of the combination of wordmark and symbol. They are meant to be displayed together.
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.
**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.
MULTIPLE AND STRONG
OUR COLOUR PALETTE DERIVES FROM OUR LOGO BACKGROUND

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.

Collaborative Cash Delivery
OUR TYPOGRAPHY

MONTSERRAT

THIN

MONTSERRAT LIGHT

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 alique parume odis ex experit et enis.
Collaborative Cash Delivery

MONTSERRAT THIN
USED IN UPPERCASE
FOR HEADLINES, 60 PT

ABCDEF
HIJKLMNOP
QRSTUVWXYZ

1234567890
?!@£$%&

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

ABCDE
FGHIJKLMNOP
QRSTUVWXYZ

1234567890
?!@£$%&

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

abcdefghijklmnopqrstuvwxyz

opqrstuvwxyz

1234567890
?!@£$%&

OUR TYPOGRAPHY
IMPACTFUL AND FOCUSED
OUR VISUAL ELEMENTS

Simple lines with the 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 the same colour treatment as the logo are used as backgrounds and visual cue for the brand.
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
OUR LAYOUT
TOGETHER we are rewriting THE FUTURE OF Humanitarian Collaboration
CCD 2018
UPDATE ON INITIATIVES
June 2018
PARTNERSHIPS
NEW AND ESTABLISHED

OUR LAYOUT
PARTNERSHIPS
NEW AND STABLISHED
Collaborative Cash Delivery
CCD

Collaborative Cash Delivery

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BRAND DESIGNER