

# **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.

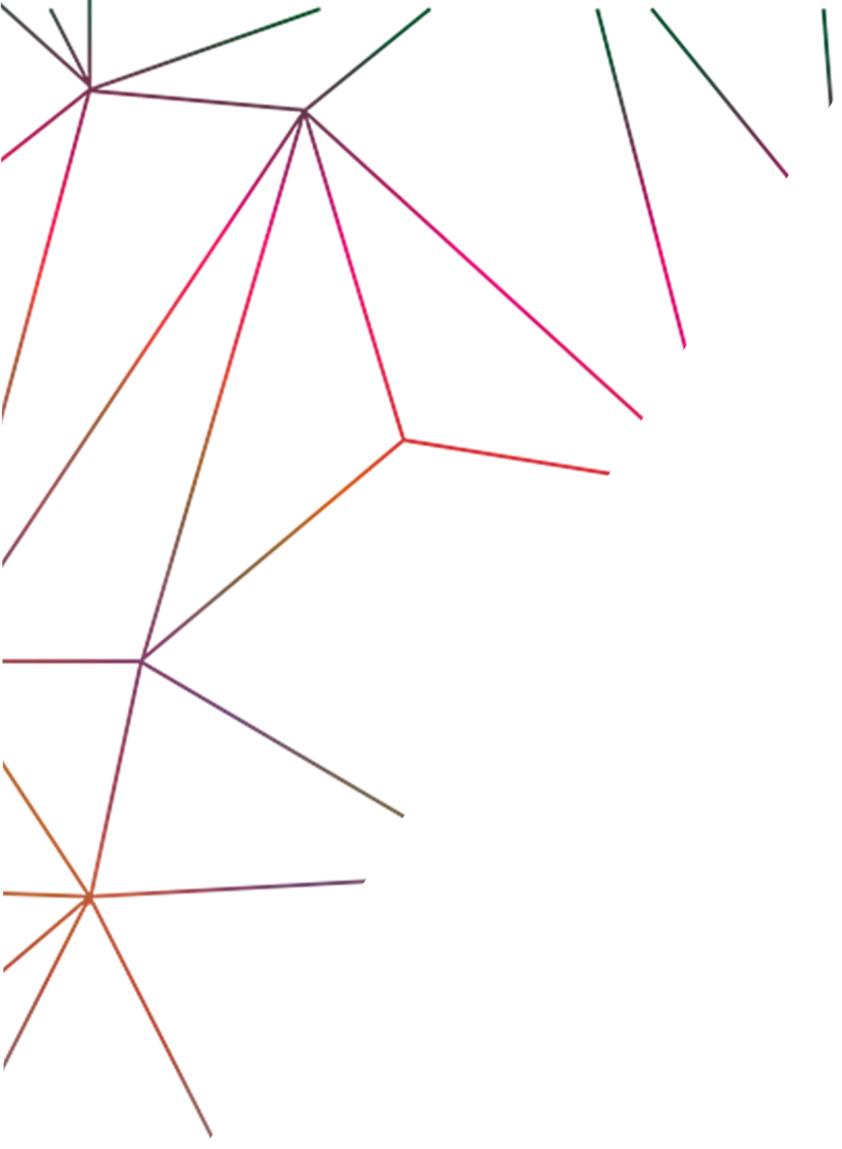
# OUR BRAND

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## 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 seem effortless

TOGETHER WE ARE

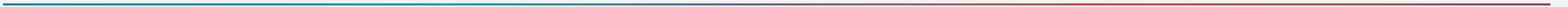
strong  
bold  
impactful  
focused  
structured  
multiple  
effective  
and more

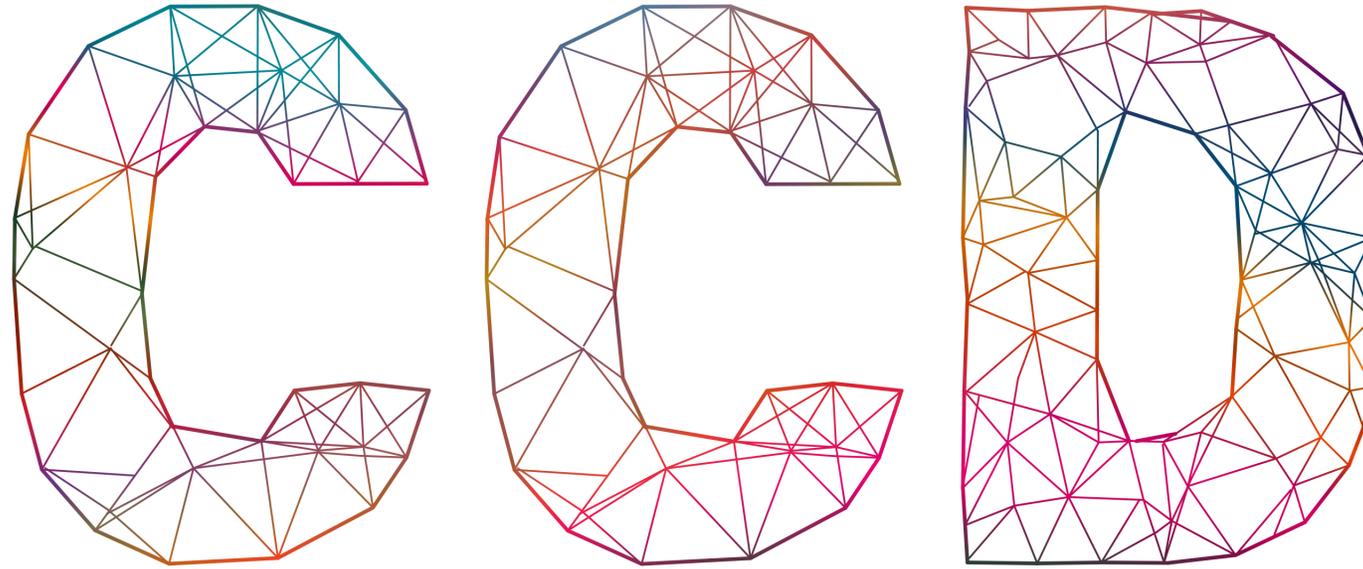
OUR BRAND \_\_\_\_\_

STRUCTURED

AND

FLEXIBLE



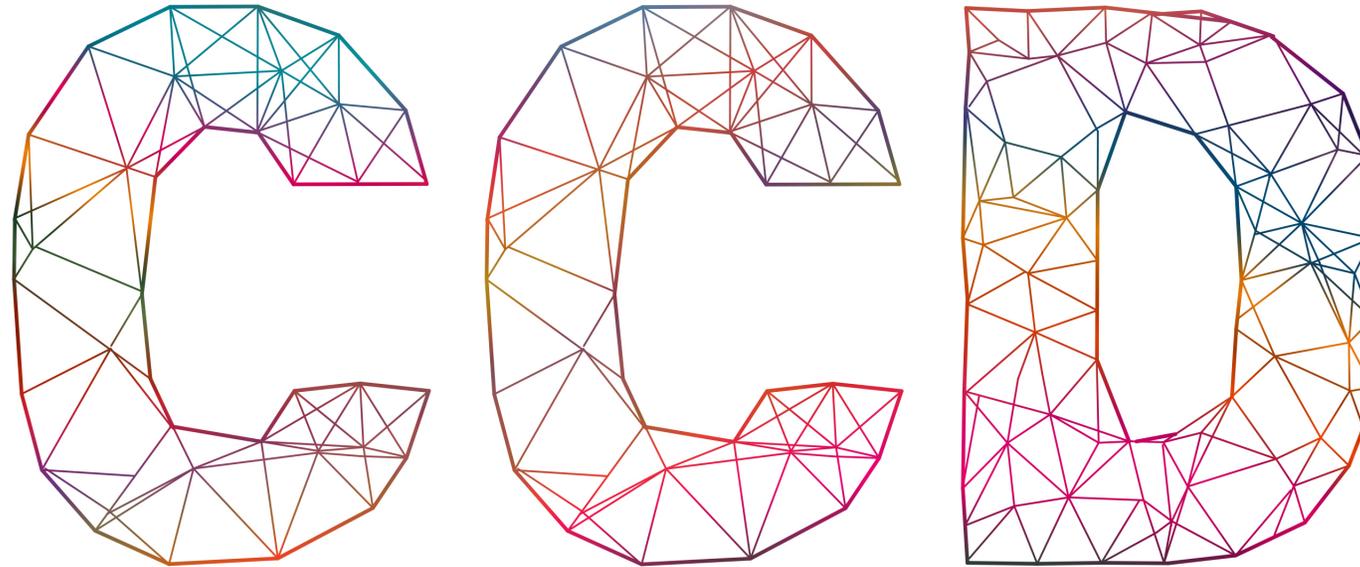


## **Collaborative Cash Delivery**

OUR LOGO \_\_\_\_\_

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OUR CCD SYMBOL IS A BESPOKE  
SHAPE BUILT FROM ADAMAS FONT



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

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

# Collaborative Cash Delivery

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

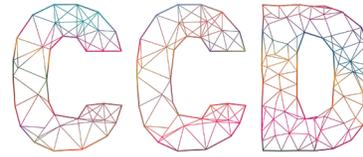
## LOGO COLOUR VARIANTS

### Minimum Width

### Maximum Width

#### Logo A

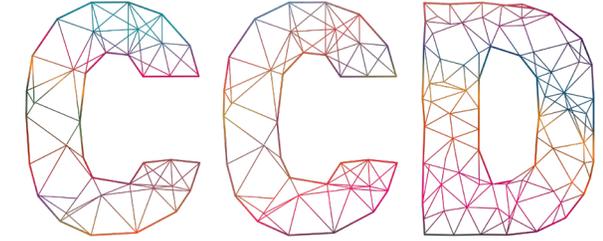
Logo A is used for any files where the logo will be 50mm wide or bigger. This includes printed, office and web files.



**Collaborative Cash Delivery**



50mm



**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.



**Collaborative Cash Delivery**



20mm



**Collaborative Cash Delivery**



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).

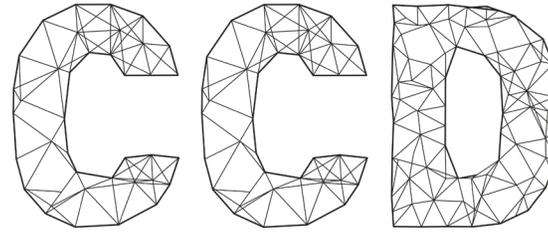
### Logo B

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).

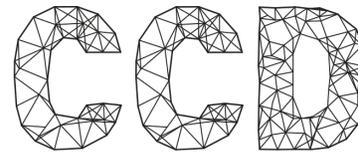
### Logo C

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

#### Black



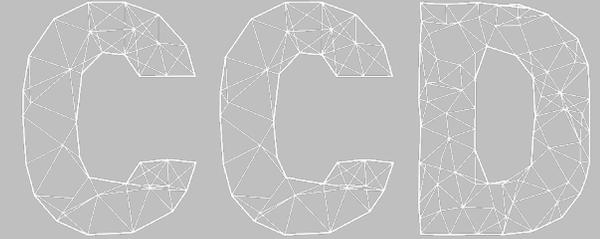
**Collaborative Cash Delivery**



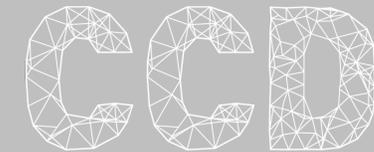
**Collaborative Cash Delivery**



#### White



**Collaborative Cash Delivery**



**Collaborative Cash Delivery**

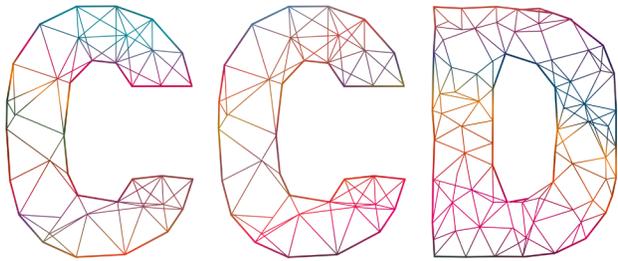


MULTIPLE  
AND  
STRONG

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OUR COLOUR PALETTE DERIVES FROM OUR LOGO BACKGROUND



## Collaborative Cash Delivery

R 50 G 33 B 77  #32214d  75%  50%	R 0 G 100 B 125  #00647d  75%  50%	R 122 G 62 B 110  #7a3e6e  75%  50%	R 231 G 67 B 111  #d5436f  75%  50%	R 217 G 113 B 56  #d97138  75%  50%
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R 25 G 25 B 25  #191919	R 216 G 216 B 216 #D8D8D8	R 240 G 241 B 241 #B5934	R 255 G 255 B 255 #FFFFFF
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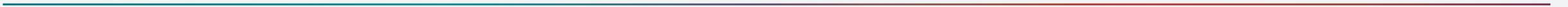
# OUR COLOURS

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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

---

---

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 alique parume odis ex experit et enis.

OUR TYPOGRAPHY

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# Collaborative Cash Delivery

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MONTERRAT SEMIBOLD IS  
USED ON LOGO

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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  
?!@£\$%&

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

abcdefghijklmn  
opqrstuvwxyz

1234567890  
?!@£\$%&

OUR TYPOGRAPHY

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IMPACTFUL  
AND  
FOCUSED

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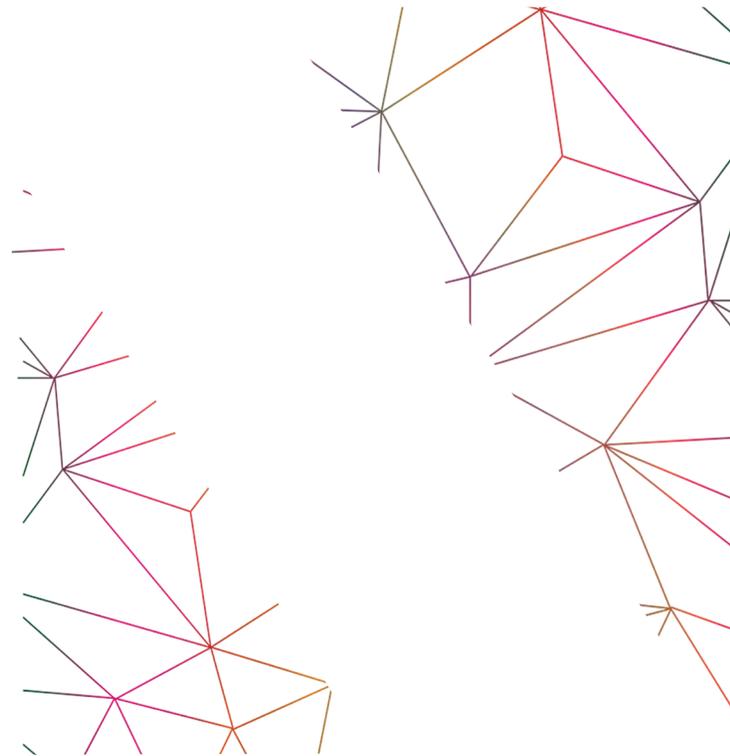
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SIMPLE LINES WITH SAME COLOUR TREATMENT CAN BE EASILY APPLIED TO SIMPLER DOCUMENTS AND YET BRING BRAND TO LIFE



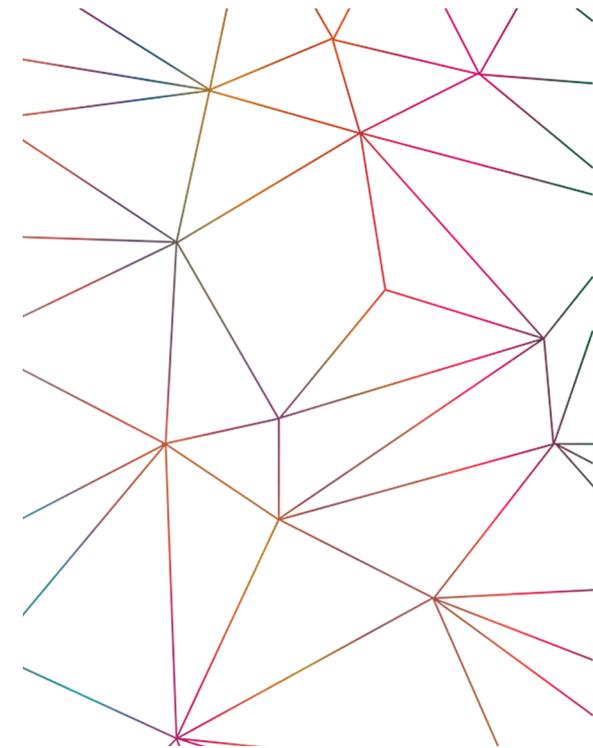
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THE SAME POLYGONAL LINES IN TRIANGULAR SHAPES CAN BE USED ON THE EDGES OF DOCUMENTS GIVING A SENSE OF MOVEMENT AND STRUCTURE TO THE COMPOSITION DO NOT OVERLAY TEXT WITH THE LINES



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

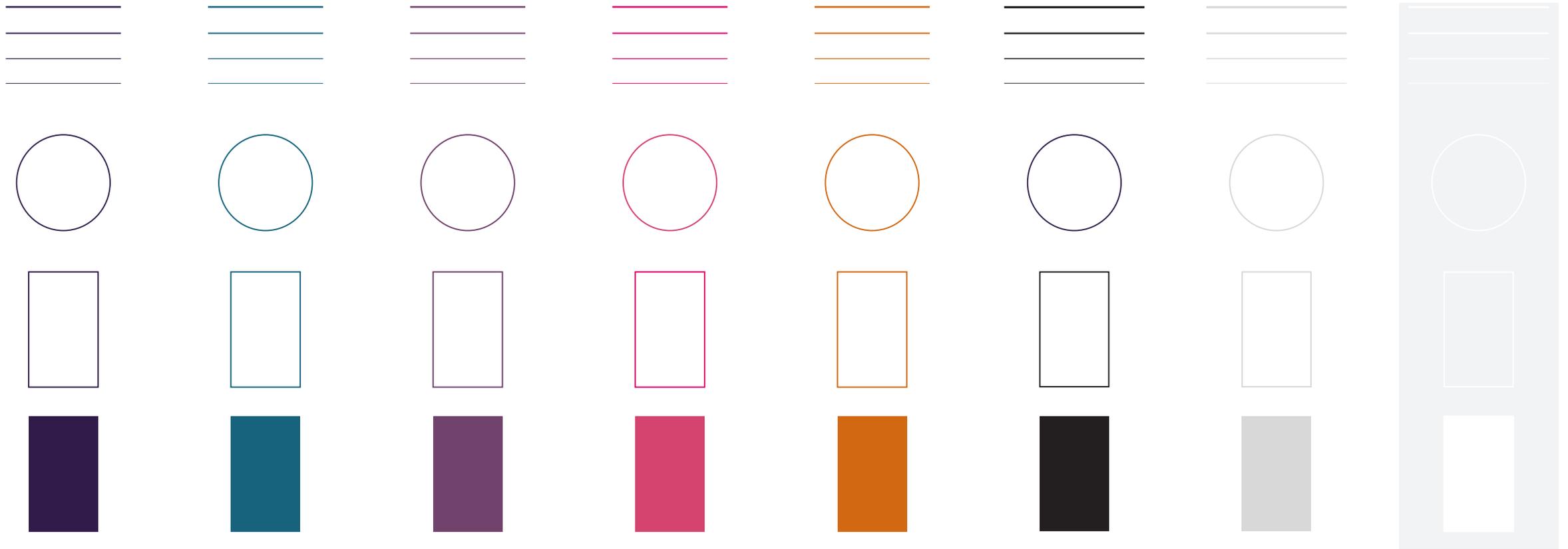


OUR VISUAL ELEMENTS

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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.

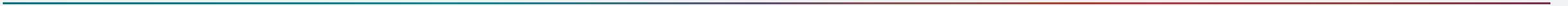


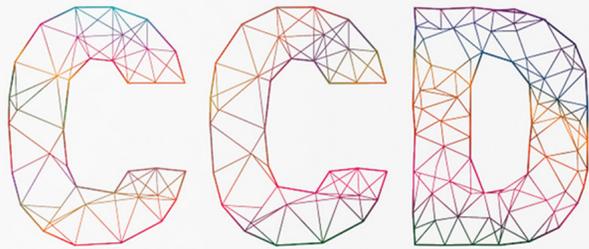
OUR VISUAL ELEMENTS \_\_\_\_\_

SEAMLESS

AND

EFFECTIVE





**Collaborative Cash Delivery**

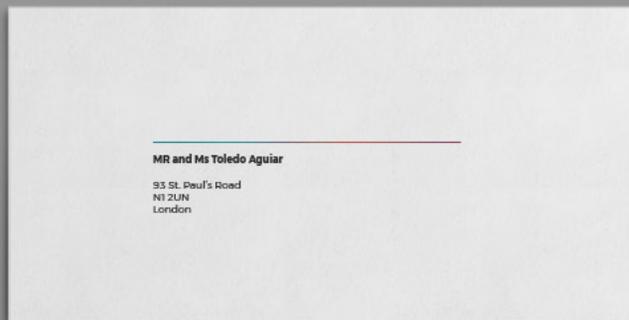
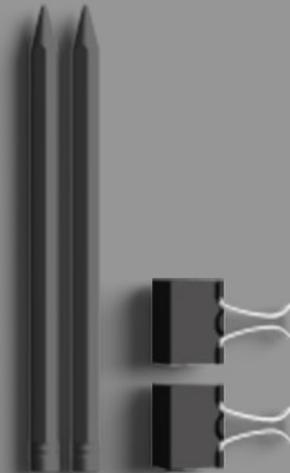
**Jessica Saulle**

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

OUR LAYOUT

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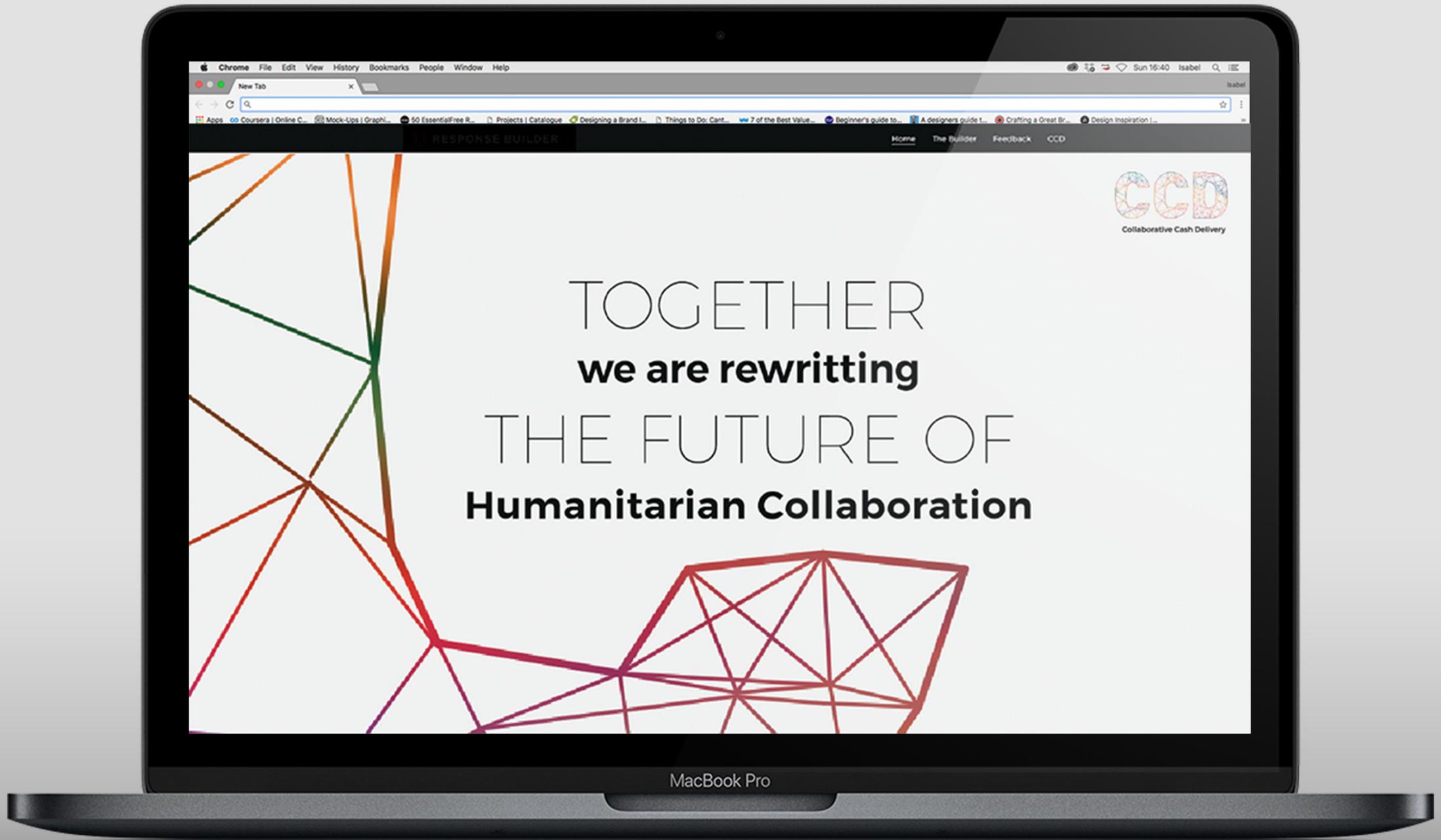


OUR LAYOUT



OUR LAYOUT

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OUR LAYOUT

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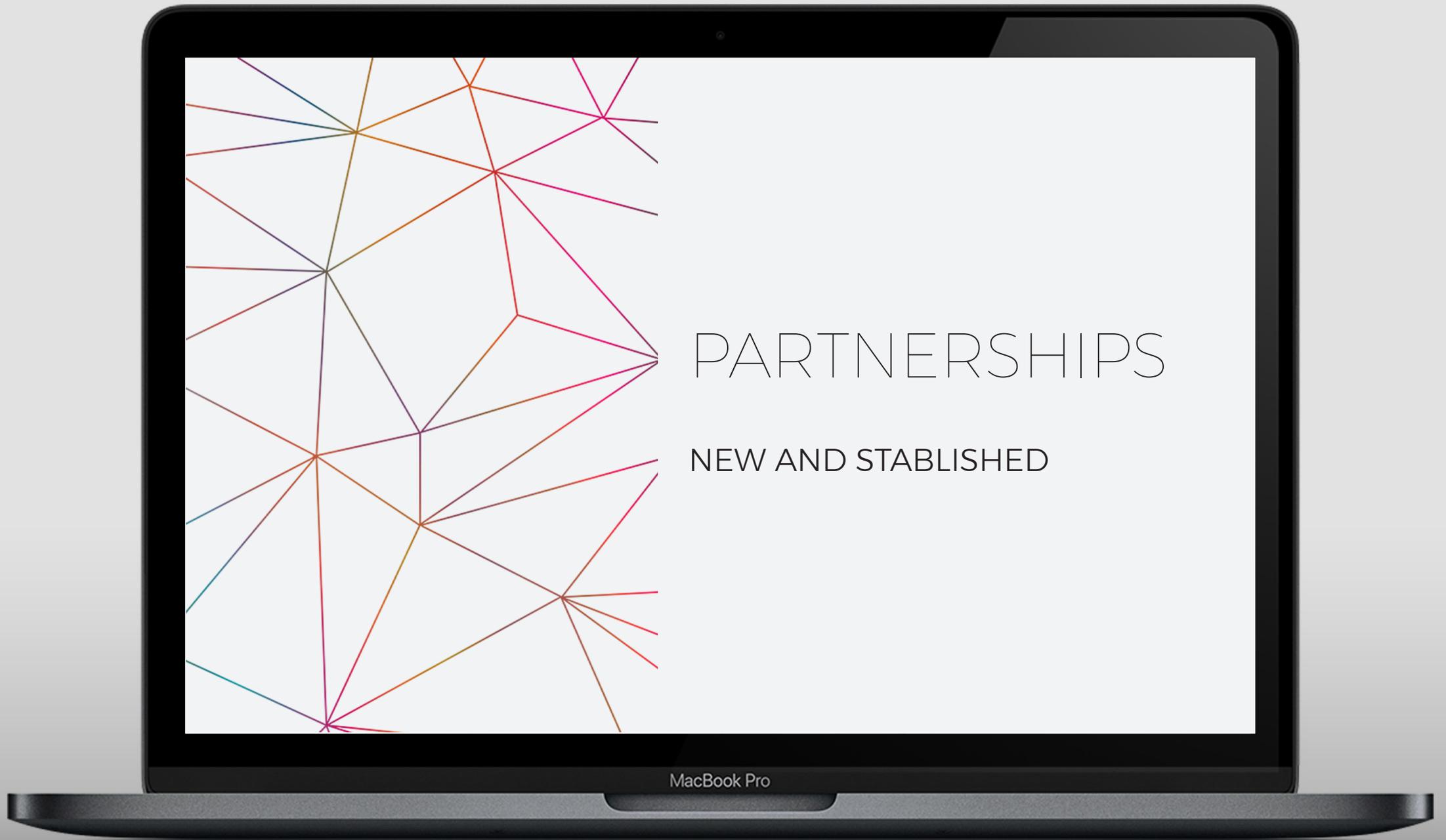
# CCD 2018

UPDATE ON INITIATIVES

June 2018

OUR LAYOUT

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# PARTNERSHIPS

NEW AND STABLISHED

OUR LAYOUT

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# PARTNERSHIPS

NEW AND STABLISHED



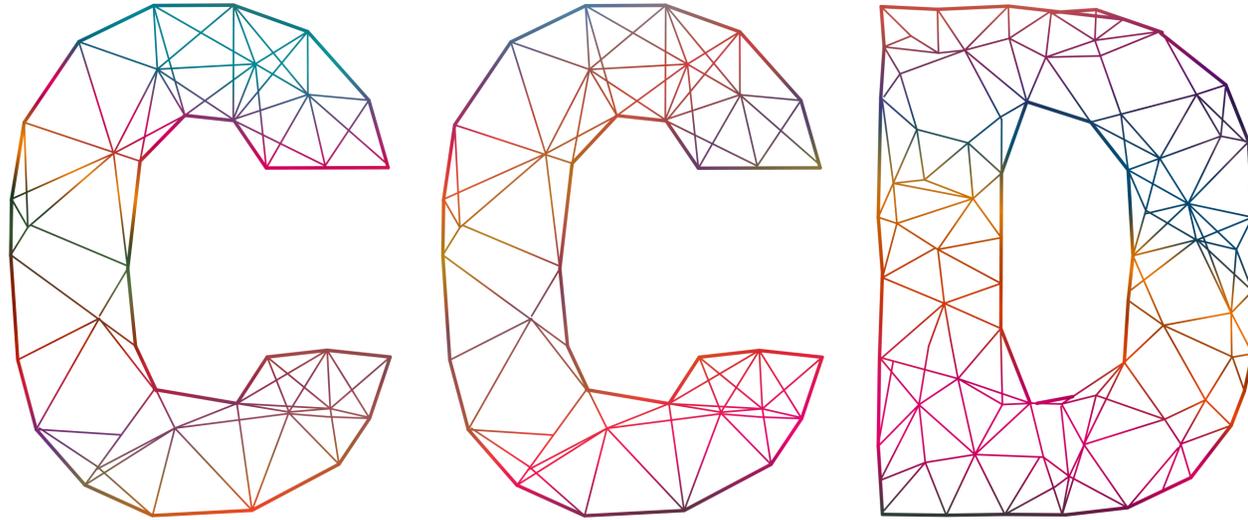
Collaborative Cash Delivery

MacBook Pro

# OUR LAYOUT



**Collaborative Cash Delivery**



# Collaborative Cash Delivery

BRAND DESIGNER

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BEL LAVRATTI

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