DRC Design Guide

The Design Guide offers information, guidelines and tools for any type of communication under the brand of Danish Refugee Council. This includes information about logo, colors, formats and fonts, stationary, templates etc.

The Design Guide is a resource for standardizing our communication, and making our appearance as one organisation stronger.

Basic elements

One way of presenting ourselves is through our visual identity; on the website, in printed materials, on posters and signs, cars and all other material. Therefore, it is important that the design of the visual identity is simple and clean. Likewise we need to be consistent in our use of the logo and other graphic elements.

The Design Guide introduces the visual identity of the DRC, and sets up the guidelines for how the logo and other elements should be used. Here, you can find the basic rules which should be followed by everybody.

Furthermore, you can discover optional elements meant to inspire to a varied and creative design.

If we all follow the guidelines of the DRC Design Guide, we can create a positive and unambiguous image of the Danish Refugee Council as an organisation.

The idea behind the design

The visual identity is essential to our profile.

Very often, it is ithe first impression people get of the Danish Refugee Council, and it is therefore important that our visual identity communicates the values and attitudes of our organisation.

The logo is central in the Danish Refugee Council's visual identity, and its clean and simple design is the basis for all other aspects of our visual identity. However, the logo alone does not convey identity, and when the logo is not used other visual elements must help people identify and recognise the Danish Refugee Council as sender of the communication.

Therefore, we strive for standardization regarding the use of formats, fonts, colours, stationary, use of photos etc.

Files and formats

Which format should be used?
The various file formats mentioned in the design guide are used for different purposes. In the following, we will provide a brief description of the most common file formats:

PDF
The PDF files in the design guide are only used as guidelines on how to create, e.g., advertisements, posters and signs and electronic communication. The PDF files are only meant for screen display, and are not applicable for print. If you cannot view the PDF files in the design guide, please download Adobe Acrobat Reader 5.0. Adobe Acrobat Reader must also be installed on your computer for you to be able to open and view PDF files. The application can be downloaded for free from the Internet.

AI and EPS
AI and EPS are professional graphics files used by Adobe Illustrator. Agencies and printing houses will typically use either AI or EPS files, when they create printed material or merchandise. AI and EPS files can be scaled without becoming pixelated and blurred. There is no standard for what printing shops and other suppliers prefer, so it is a good idea to send both formats, if possible.

TIFF and GIF
TIFF and GIF may only be used on the Web site and intranet. Since TIFF and GIF files cannot be scaled without compromising the quality, you must always use them in their original size. They are not applicable for printing.

JPEG/JPG
JPEG is primarily used for Word and PowerPoint files. JPEG may only be used in the original size, since it is not scalable. It is not applicable for printing.

The logo

Internationally, the Danish Refugee Council is known as DRC. The logo always consists of these three letters on a vertical line. The letters are solidly grounded, and they constitute the stem of the rest of the logo with the words growing out of the letters as a descriptive element.The abbreviation of our name, The Danish Refugee Council (DRC), in vertical capitals constitutes the 'backbone' of the logo, expressing stability, strength and reliability as an organisation. We are there when needed, and we do not leave until the job is done!

We never split the vertical line of the logo from the horizontal lines. The letters and the name always appear as a unity. In that way, the logo is always the same, no matter which language is used. The logo is uniquely developed from the Blender Pro font, which is characterized by its slight angularity. Blender Pro is characteristic and powerful signalling reliability, power and strength. The character of the logo may evoke associations with stamps on relief boxes and other freight types, thus emphasizing that the Danish Refugee Council acts and creates change.

The colours of the logo
The colour red in the logo symbolizes the Blood of Life and the humanitarian universe that we operate in. At the same time, it is a reference to the Danish flag, however, in a more down-toned and darker colour. The fact that the word "Danish" (Danois) is written in grey helps down-toning our nationality, thereby emphasizing that what matters is our vision and mandate, not our nationality.

The strength of the logo
Our new logo does not contain a picture or a symbol of how it is to be a refugee. We consider that a strength, due to the fact that symbols are often interpreted differently in different cultures. We do not want to run the risk of misinterpretation; rather we want to signal unambiguousness. Our name states our mission; namely, to help and protect refugees.

Other strengths of the logo:

- it is different from that of other competing organisations
- it has a distinct and immediately recognizable visual expression
- it combines name, mandate and logo in one simple configuration
- it conveys the values of the brand through its colour and style
- it allows for modification in countries and cultures where this is required
- it is modern without being trendy
- it is sustainable

Logos and their use

A sub-brand has been developed for the Danish Demining Group (DDG). The ideas behind the sub-brand are the same as for the main logo, except for the fact that the red colour has been replaced by petrol blue. Whereas the red colour in the main logo refers to the humanitarian work done by the DRC, the petrol blue refers to the more technical side of our work.

Logo versions
The logo appears in two versions which can be used on a light and a dark background, respectively. Furthermore, the logo exists in two coloured version: a red/grey and a black/white/grey. The coloured background must be black, red or white (or very dark or a very light).

Logo size and setup

Minimum free space around the logo as the letter "D"

Minimum logo height, 5 mm

The logo is surrounded by a fixed "free zone". This ensures that the logo is easy to read, and is always depicted clearly and accurately. The free zone is equal to the width of the letter D (view figure on the right), so the free zone varies according to the size of the logo (as highlighted by the blue arrows).

The minimum height of the logo should be 5 mm.

Graphical element

The bevelled cutting of photos is an important element of the Danish Refugee Council's visual design.

It is inspired by the stencil (the cut lines) of the logo type, and it gives character and identity to the pictures, making them more distinctive and recognizable. The cutting leaves the DRC fingerprint on the photos, thereby creating consistency in the way our visual identity is presented.Pictures can be cut in a 45 degree angle. This way of cutting is used in publications, on posters and signs, online etc.

We cut photos, images and coloured areas, but the logo can never be cut.
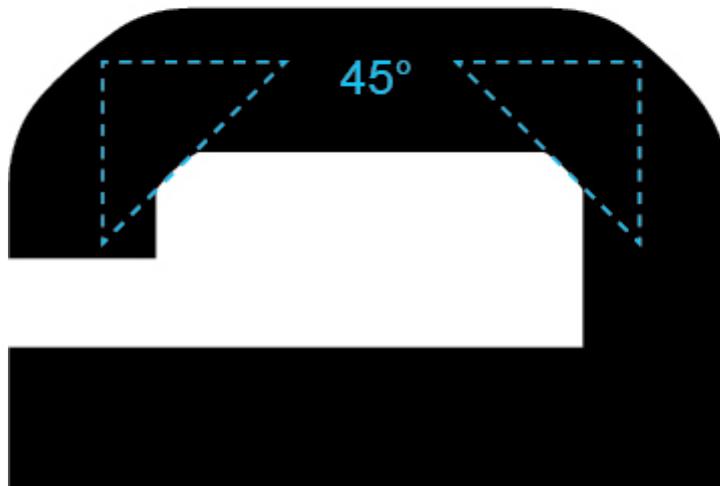
The colour palette

The DRC colour palette consists of two primary colours. Aside from these, there are two primary colours under the sub-brand of the Danish Demining Group. These colours may not be toned. The petrol blue colour is only used in connection with the sub-brand, and can never be used in the main brand.

The colour palette also has a number of secondary colours, which can be used under both the main brand and the sub-brand. The clear and vivid secondary colours express life, power and diversity, at the same time as presenting us as a modern organisation. They have been selected to work together in many different combinations.
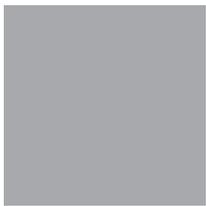
Primary colours (logo)

Red (DRC)
CMYK 15-100-90-20
Pantone 187
RGB 174 26 40
Hex #ae1a28
RAL 3001 Signal red
Folie 3M SC 100-23
NCS 2080-R
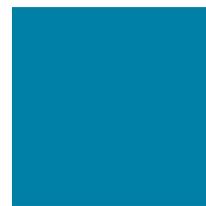
Blue (DDG)
CMYK 100-10-12-25
Pantone 633
RGB 0 128 165
Hex #0080a5
NCS 3060-B10G

Grey (DRC+DDG)
CMYK 0-0-0-45
Pantone Cool Gray 7
RGB 167 169 172
Hex #a7a9ac
RAL 7045 Telegray 1
Folie 3M SC 100-38
NCS 4500

Secondary colours

CMYK 60-30-15-40
Pantone 5405
RGB 71 102 126
Hex #47667e

CMYK 35-0-100-15
Pantone 383
RGB 167 182 1
Hex #a7b601

CMYK 70-00-0-45
Pantone 511
RGB 70 6 92
Hex #46065c

CMYK 30-5-15-20
Pantone 5507
RGB 147 180 180
Hex #93b4b4

CMYK 0-70-100-0
Pantone 716
RGB 244 110 2
Hex #f46e02

CMYK 0-20-100-0
Pantone 7406
RGB 255 204 0
Hex #ffcc00

Colour system - RGB, CMYK or Pantone

RGB, CMYK and Pantone are different colour systems used for different purposes. When printing publications, letter line, merchandise etc., you can choose between two different colour systems. CMYK is the most widely used, and is used for printing more than two colours and when printing pictures. This could be publications or advertisements. Pantone (sometimes abbreviated into PMS) is normally used when you want to print in less than three colours. This could for instance be stationery, signs and merchandise. Both CMYK and Pantone is in the EPS format. This file format is scalable and applicable to all kinds of printing.

For screen you always use JPG.

Fonts

In our written communication, we always use the following three fonts: Blender Pro, Helvetica Neue and Arial.

Blender Pro and Helvetica Neue are used for printed media, while Arial primarily is used for online media, such as Web, PowerPoint and email signatures.

Blender Pro is primarily for paragraphs and identity-creating texts, whereas Helvetica Neue is mainly used in body text.

Arial is a default font in the Microsoft Office suite, and, as such, available on all PC's. The normal use of Arial ensures a high degree of readability and provides the reader with a light and airy impression of the text.

The priority between the three fonts is as follows: Whenever possible, we use Blender Pro. When Blender Pro cannot be used, we use Helvetica Neue instead. If none of the above are available, we use Arial.

For printed material
Blender Pro is the main font of the Danish Refugee Council. It is characterized by its angularity.

It is distinct and powerful, and it signals reliability, weight and impact. Blender Pro almost looks like a stamp, e.g. on a disaster relief box, and refers to the way the Danish Refugee Council works and creates change.

Helvetica Neue is a classic font, which can be found in many faces (see the figure on the right). The font is very useful, since its rather neutral face doesn't remove focus from the message in the text.

For electronic material
Arial is drawn from Helvetica, and it is used for screen display, e.i. letter templates, PowerPoint and on the website.

Blender Pro

Blender Pro Medium
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxæøå)

Blender Pro Medium Italic
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxæøå)

Blender Pro Book
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxæøå)

Blender Pro Book Italic
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxæøå)

Blender Pro Thin
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxæøå)

Blender Pro Bold
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxæøå)

Blender Pro Bold Italic
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxæøå)

BLENDER PRO BOLD ITALIC
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
ABCDEFGHIJKLMNOPQRSTUVXÆØÅ)

Helvetica Neue

Helvetica Neue 45 Light
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxæøå}

Helvetica Neue 45 Light Italic
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxæøå}

Helvetica Neue 55 Roman
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxæøå}

Helvetica Neue 65 Medium
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxæøå}

Helvetica Neue 66 Medium Italic
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxæøå}

Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxæøå}

Helvetica Neue 75 Bold Italic
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxæøå}

Helvetica Neue 85 Heavy
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxæøå}

Helvetica Neue 86 Heavy Italic
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxæøå}

Helvetica Neue 85 Black
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxæøå}

Helvetica Neue 96 Black Italic
ABCDEFGHIJKLMNOPGRSTUVXYZÆØÅ
abcdefghijklmnopqrstuvxæøå}

Arial

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå