

Design guide

DRC

November 2024 | Version 4



Logo

Master version (UK)

The characteristic stencil logotype DRC turned 90 degrees combined with the full written name of the organisation is our master version of corporate logo and should be used on all our communications material.

The proportions of the logo should never be altered or distorted.

The logotype can be used on colored backgrounds or placed over images.

When placed over images, position the logo so that it does not interfere with or distract from the image content.



Logo

Sub version / Suppling

The characteristic stencil logotype DRC standing alone is a sub version to our corporate logo and can be used on all our communications material as long as the master logo also appears in the material (cover page of print material, in the intro/end of film, etc).

The proportions of the logo should never be altered or distorted.

The logotype can be used on colored backgrounds or placed over images.

When placed over images, position the logo so that it does not interfere with or distract from the image content.

A large, bold, red stencil-style logotype of the letters "DRC" centered on a white background.The red "DRC" logotype centered on a white rectangular background.The white "DRC" logotype centered on a black rectangular background.The white "DRC" logotype centered on a red rectangular background.The black "DRC" logotype centered on a white rectangular background.

Logo

Masterbrand (local)

The master logo comes in several different language versions.

The same rules apply to this logo as to the master version (UK):
The logo should be used on all our communications material.

The proportions of the logo should never be altered or distorted.

The logotype can be used on colored backgrounds or placed over images.

When placed over images, position the logo so that it does not interfere with or distract from the image content.

DRC DANSK
FLYGTNINGE
HJÆLP

DRC DANSK
FLYGTNINGE
HJÆLP

DRC DANSK
FLYGTNINGE
HJÆLP

DRC CONSEIL
DANOIS POUR
LES REFUGIES

DRC CONSEIL
DANOIS POUR
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DANOIS POUR
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منظمة
مساعدة اللاجئين
الدانماركية **DRC**

منظمة
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الدانماركية **DRC**

منظمة
مساعدة اللاجئين
الدانماركية **DRC**

Logo

Subbrands

In Denmark the subbrand is added to the Danish logo version under the main logo separated with a line in logo color.

The same rules apply to the subbrand logo as to the master version (UK):
The logo should be used on all our communications material.

The proportions of the logo should never be altered or distorted.

The logotype can be used on colored backgrounds or placed over images.

When placed over images, position the logo so that it does not interfere with or distract from the image content.



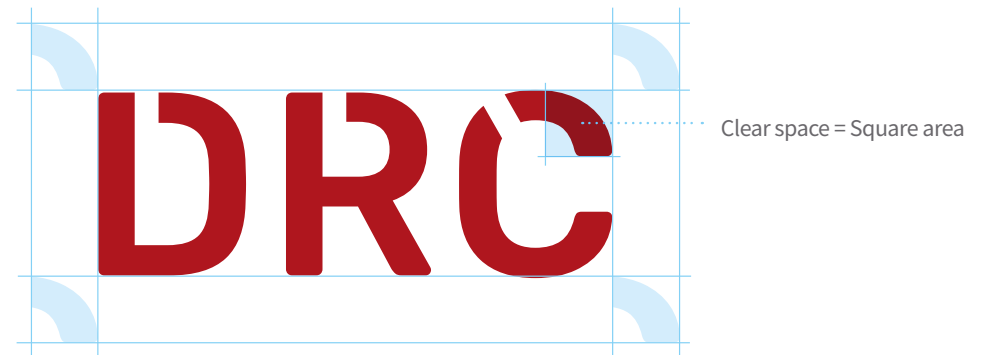
Logo

Clear space

When placing the logo, it is important to make sure that it is separated from surrounding logos or other illustrations with a clear space.

Our clear space corresponds to the D in Danish.

For the sub-version DRC alone the clear space corresponds to the top of the C.

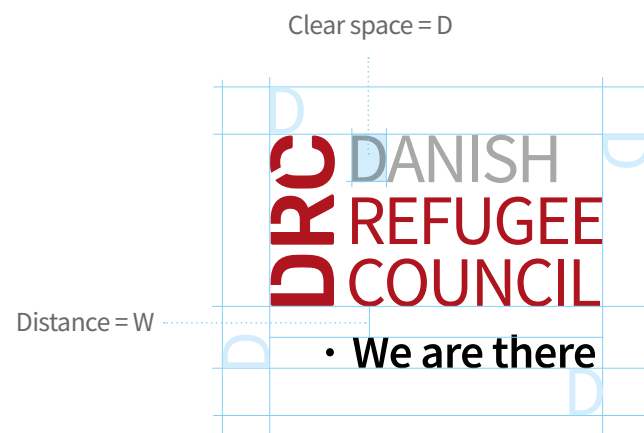


Logo

& tagline

The DRC master logo includes the tagline “We are there”. The distance between the logo and the tagline remains proportional as the height of the letter W on top the W in the tagline.

When the tagline appears with the red logo the tagline should be in black and when it appears with black or white logo it should match the color of the DRC letters in the current logo.



Typeface

Primary

To ensure the same look and feel world wide **Source Sans** is the primary corporate typeface for DRC. It has to be used where ever it is possible in our communication material, branding and fundraising.

Source Sans Pro is a free and open source and can be downloaded at Google Fonts:

<https://fonts.google.com/specimen/Source+Sans+3>

To facilitate readability of long body text the suppling typeface **Source Serif** can be used – please see next page for details.

For Arabic language the font “**Mada**” is the corporate typeface. The font is as well free and open source and available trough Google Fonts:

<https://fonts.google.com/specimen/Mada>

Source Sans

Light ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ#%&?
abcdefghijklmnopqrstuvwxyzæøå1234567890

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ#%&?
abcdefghijklmnopqrstuvwxyzæøå1234567890

Semibold ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ#%&?
abcdefghijklmnopqrstuvwxyzæøå1234567890

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ#%&?**
abcdefghijklmnopqrstuvwxyzæøå1234567890

Black **ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ#%&?**
abcdefghijklmnopqrstuvwxyzæøå1234567890

Typeface

Supply to primary

To facilitate readability of long body text the secondary typeface **Source Serif** can be used. This typeface is as well a free and open source font and available through Google Fonts:

<https://fonts.google.com/specimen/Source+Serif+4>

Typeface

Secondary

To ensure an international corporate look and setup in daily mails and e-mails the standard font Calibri is the supplying typeface to be used in Microsoft Office.

For other projects It may only be used when it is impossible of technical reasons to use Source Sans Pro.

Source Serif

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ#%&?
abcdefghijklmnopqrstuvwxyzæøå1234567890

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ#%&?**
abcdefghijklmnopqrstuvwxyzæøå1234567890

Calibri

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ#%&?
abcdefghijklmnopqrstuvwxyzæøå1234567890

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ#%&?**
abcdefghijklmnopqrstuvwxyzæøå1234567890

Colors palette

Primary

The DRC red is the most prominent color in our communications and branding material. Please use the DRC red for prominent text and illustrations when possible.

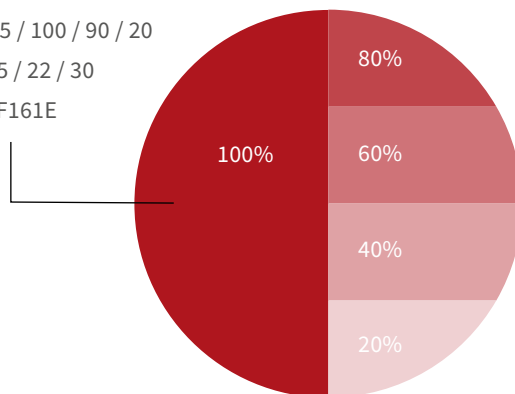
The DRC grey is a part of our logo colors and as well as black, white and other gray tones it is used as primary color to supply the DRC red.

PANTONE 187 C

CMYK 15 / 100 / 90 / 20

RGB 175 / 22 / 30

HEX #AF161E

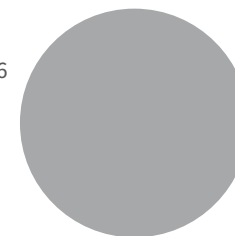


PANTONE COOL GRAY 6

CMYK 0 / 0 / 0 / 45

RGB 166 / 166 / 166

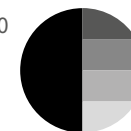
HEX #A6A6A6



CMYK 0 / 0 / 0 / 100

RGB 0 / 0 / 0

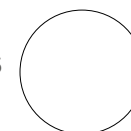
HEX #000000



CMYK 0 / 0 / 0 / 0

RGB 255 / 255 / 255

HEX #FFFFFF



Colors palette

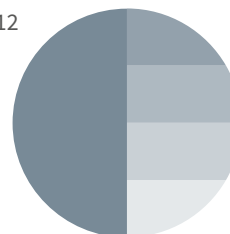
Secondary – Matte

Our secondary matte colors, DRC matte grey and DRC matte green, are used vary the color palette in communication materials, such as backgrounds, boxes etc.

CMYK 56 / 36 / 30 / 12

RGB 120 / 138 / 151

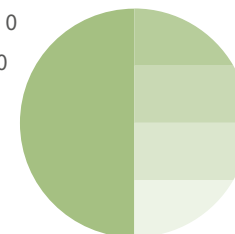
HEX #788A97



CMYK 43 / 10 / 58 / 0

RGB 165 / 192 / 130

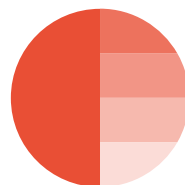
HEX #A5C082



Colors palette

Secondary – Bright

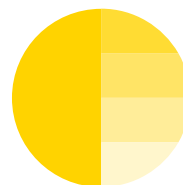
Our secondary bright colors, DRC orange, DRC yellow, DRC blue and DRC green, are used to vary the color palette in communication materials, such as illustrations and graphs.



CMYK 0 / 80 / 80 / 0

RGB 233 / 79 / 53

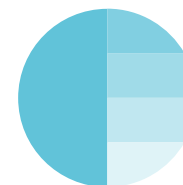
HEX #E94F35



CMYK 0 / 17 / 100 / 0

RGB 255 / 211 / 0

HEX #FFD300



CMYK 60 / 0 / 15 / 0

RGB 97 / 195 / 217

HEX #61C3D9



CMYK 79 / 0 / 68 / 0

RGB 0 / 168 / 112

HEX #00A870

Supporting elements

Dotted maps & frieze of dots

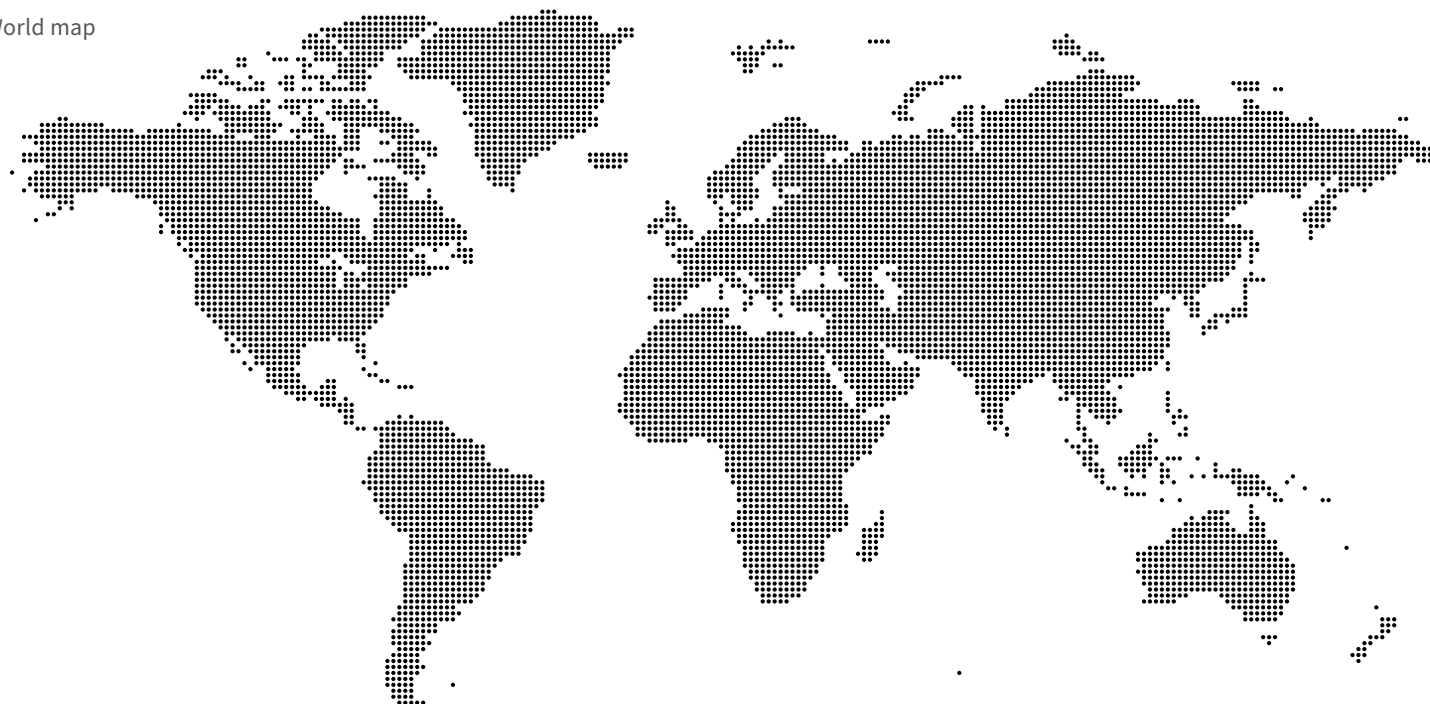
The dotted world map is a fifth element that can be added to communication and branding materials to make it more recognisable and to underline our position as an international NGO.

The world map can be divided into countries. More countries will be added as needed.

All the dotted maps is only supposed to appear as icon illustrations – they are not exact reproductions.

As a further graphic element there is a frieze consisting of small dots. It can be used as a supporting and decorative element across DRC communication material. Please see next page for further information regarding placement and partial use of the frieze.

World map



Bangladesh



Syria



Yemen



Frieze



Supporting elements

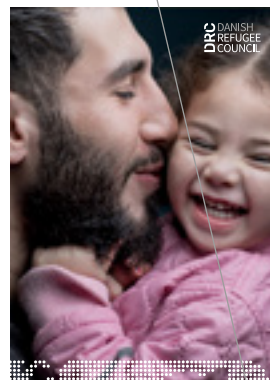
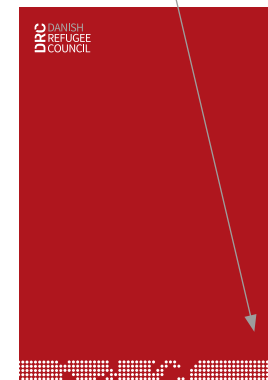
Frieze of dots

Examples of use

Choose any part of the frieze to fit in

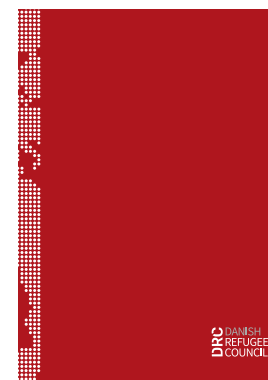


Part of frieze – horizontal appearances should be placed in bottom of cover page.



5,5 white dots visible
and maximum 10 % of
the surface

5,5 white dots visible and maximum 10% of the surface



Part of frieze – vertical appearances should be placed left side of cover page.

Supporting elements

Dotted maps

Examples of use

White dotted maps used as a graphic element to show the country in focus and to support the DRC identity. Placed photo or colored back ground.



Stationary

Business card

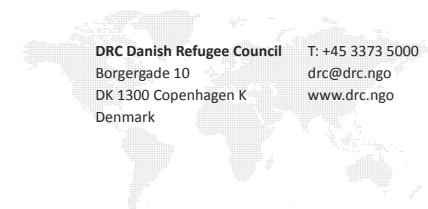
Business cards should follow the illustrated layout.



Stationary

Letter + envelopes

Our letterhead consists of our logo in red and contact information covering the dotted map in 20 % DRC grey. In letters all elements are always placed in the upper right corner. On envelopes logo and address are placed to the left.



DRC DANISH
REFUGEE
COUNCIL

DRC DANISH
REFUGEE
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DRC Danish Refugee Council
Borgergade 10
DK 1300 Copenhagen K
Denmark

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DRC Danish Refugee Council
Borgergade 10
DK 1300 Copenhagen K
Denmark

Press release

Word, A4

Press releases are written in Calibri. Headline should appear in DRC red. If possible a photo should be added in the top. If no relevant photos are available, the red square with the dotted map and logo is kept. Under a DRC red line contact information is added and under yet another line our boilerplate appears.

PRESS RELEASE

DRC Danish Refugee Council
Borgergade 10
DK 1300 Copenhagen K
Denmark

T: +45 3373 5000
drc@drc.ngo
www.drc.ngo

DRC DANISH
REFUGEE
COUNCIL

19.04.2020



Headline

Subhead

Normal (brødtekst)

Menihic tem volorep eraturs busamendi sanderuntis eaqui doluptium aut am ad quodictio od quis dolore con paria ilique sed ma nulliquias moditio dolorep tatur, quos aut quam, ea sent, quamus pliquas perferestio evellab orenissed magnias doluptas eum fugiati bercia aute velignim nullatis dolo qui cullore rnameneceped qui omnien isquos excerro vitate nimi, sum non pratet enimpot alit aliquo experatis ea ere, commoloria digenti ut venetur aborem eaqui tem sunt ipit voluptatem eos apiciunto qui dunt alit volorro con nus, unt ani odit latquatest vendae catur remo volupta tintorrovid quas doluptatem dolene reiciamus ullecab oritatem ut plibea cus.

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For further informations:

Presse- og Kommunikationsrådgiver, Sebastian Juel Frandsen
Tel: 3373 5184 / 2990 7282
sjf@drc.ngo

Dansk Flygtningehjælps presseafdeling
Tel: 2811 6727
presse@drc.ngo

- [drc.ngo](#)
- [facebook.com/danishrefugeecouncil/](#)
- [twitter.com/DRC_dk](#)

DRC Dansk Flygtningehjælp er en førende, international flygtningeorganisation, der støtter flygtninge og internt fordrevne hele vejen: i eksil, efter hjemkomst og under bosættelsen i et nyt land. Vi yder akut humanitær nødhjælp og beskyttelse. Vi støtter på vejen mod selvforsørgelse og vi minder værtsamfund om deres pligt til at sikre rettigheder og værdighed mod fredelig integration. Grundlagt i Danmark i 1956, 8.500 ansatte, 7.500 frivillige. **Vi er der.**

Name badges

105 x 74,22 mm / 75 x 40 mm

Name badges consists of text, the dotted mapp in 20 % DRC grey and our logo in red.

Name Surname

Title



DRC DANISH
REFUGEE
COUNCIL

Name Surname

Title



DRC DANISH
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COUNCIL

email signature

Outlook

Email signatures should always follow the illustrated format.

Til:	
Cc:	
Emne:	Mail signature DRC

Dear Annette,

This is an example of the new DRC mail signature.

Kind regards,

Name Surname
Title
DRC Department

name.surname@drc.ngo
Direct: +45 XX XX XX XX

DRC DANISH
REFUGEE
COUNCIL

DRC Danish Refugee Council
Borgergade 10
DK-1300 Copenhagen K.
Denmark
Phone: +45 33 73 50 00
drc.ngo

Power Point

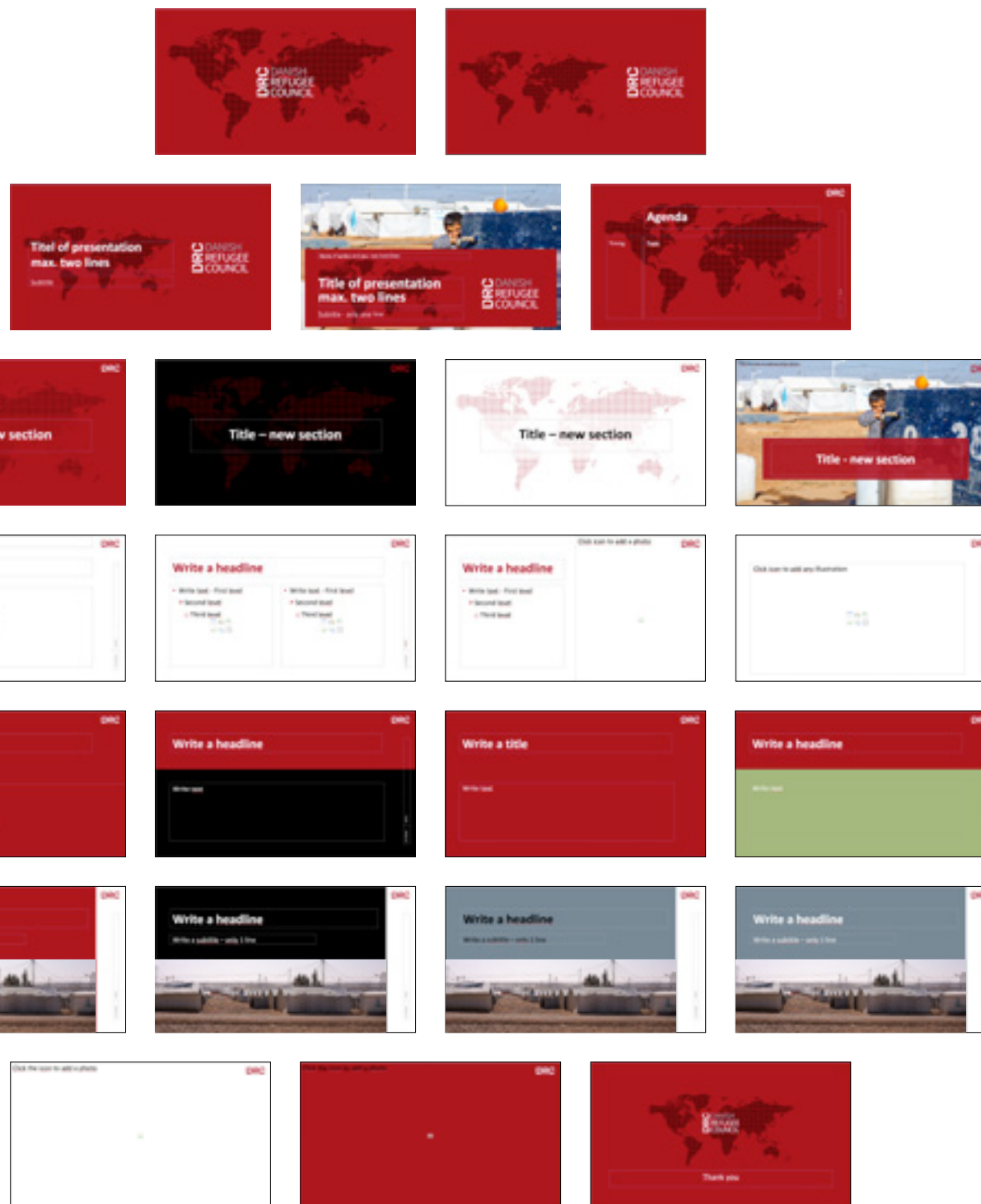
Template

The Powerpoint template consists of several different options when it comes to Titel slides - with or without photo.

The dotted map and the primary logo should always appear on the first slide. A coverslide without text can be added before the titel slide and glide over each other to make the start more dynamic.

On the master slide the subversion of the DRC logo is placed in the upper right corner - changing color depending on the background.

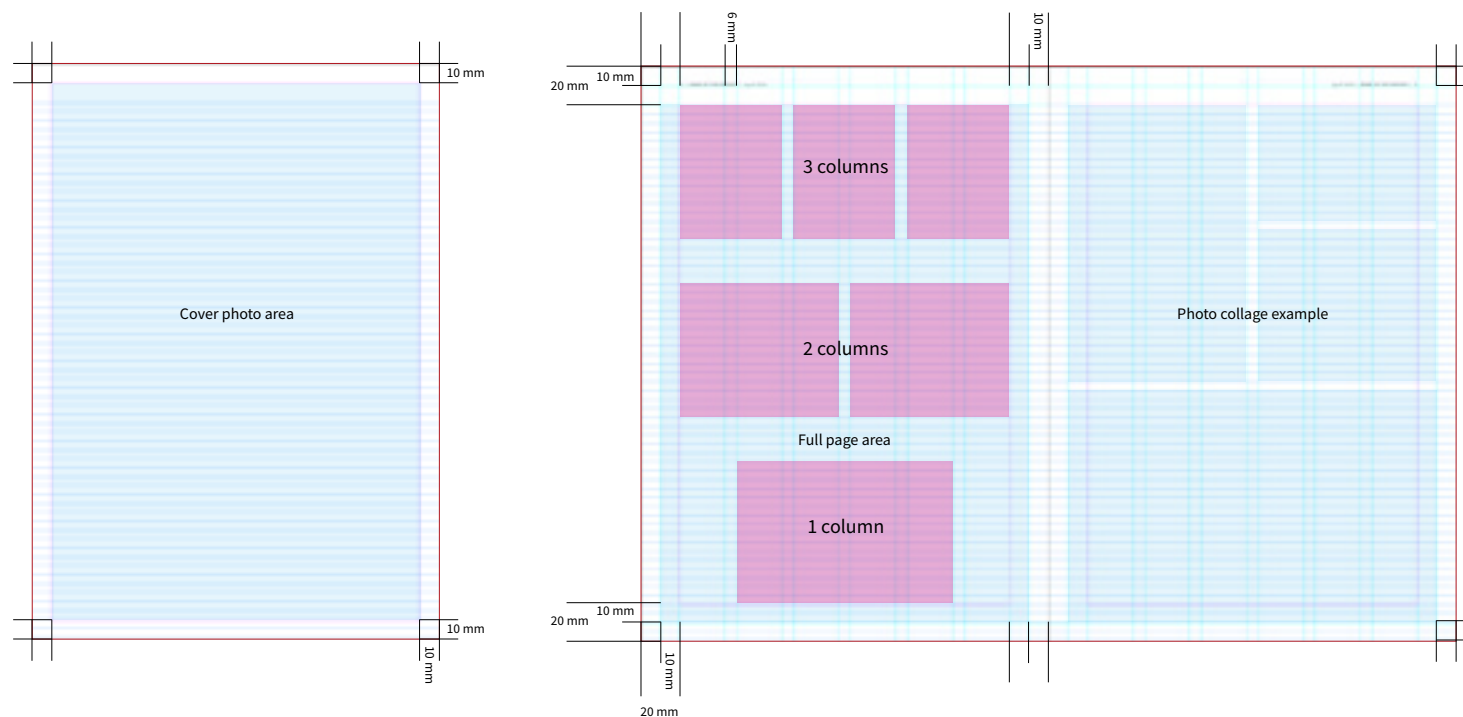
The color palette is included in the power point template, and should be used for graphics, diagrams, backgrounds etc.



Publication (Size A4)

Template

The grid is made to manage the line of DRC publication design. Text can be set up in one, two or three columns. Photos and illustrations should follow the margin and the flexible grid.



Front cover



Spread - three columns



Spread - two columns



Spread - one column



Bag cover



Photo Guide and Photo Policy

Sharepoint links below



Extraordinary

Visual design



In the context of private donor engagement and campaign activities, there may be extraordinary opportunities to adjust the visual language and design outside of the requirements contained in this design guide to reach a diverse target audience.



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