



# BRAND STYLE GUIDE

2024

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Our brand is the impression that people have of us. A clear and consistent identity builds trust.

This document serves as a rulebook on how to use ACAPS' brand consistently.

It captures everything related to the look and feel of our brand.

This guide is a living document that will evolve with the organisation.

# 01

## Brand story

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## 01. Brand Story

### MISSION

ACAPS is an independent analytical voice helping humanitarian workers, influencers, fundraisers, and donors make better-informed decisions and respond more effectively to disasters. There is no operational bias on what we do; we have full editorial control.

### VISION

We aim towards reshaping the humanitarian narrative by providing timely and independent needs analysis, data, training, and methodological tools while advocating a more evidence-based response to crises. “See the crisis, change the outcome” is our tagline.

### DIMENSIONS

We identify 3 dimensions that define ACAPS’ brand:

1

#### DATA AND ANALYSIS

Our core business, our expertise. It is what we know to do best.

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2

#### HUMAN AND PERSONAL

Our ultimate goal is to enhance the agency of those affected by crises.

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3

#### AGILITY

We continue to evolve and innovate while keeping agility at the core of everything we do. We adapt to the circumstances – we fail forward (USP).

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## 01. Brand Story

### VALUES

We share and strive to maintain the values of **agency, candour, integrity, diversity, evolution, ambition, and collaboration** in everything we do.

### DID YOU KNOW...

When the project started in 2009, 'ACAPS' stood for 'Assessment Capacities Project'. At that time, the primary focus was on undertaking field needs assessments and producing needs assessment tools. Although we still offer assessment-related services, our core activities today centre around providing humanitarian data and analysis. To avoid confusion, we no longer spell out our name.

# 02

## Brand voice and positioning

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## 02. Brand voice and positioning

ACAPS provides credible, reliable, and rapid expertise. We are neutral, factual, and concise.

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Text needs to **flow**. Information is very **complex** so be aware of the need to **keep sentences simple**.

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Be **direct** and be **dynamic**: use active verbs.

Use **'our'** and **'we'** to refer to ACAPS when appropriate.

[SEE ACAPS STYLE GUIDE FOR WRITING.](#)

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To maintain **editorial control**, the ACAPS brand needs to be carefully positioned when in partnership with other organisations and donors.

[SEE THE ACAPS PRINCIPLES OF COLLABORATION.](#)



# 03

## Logos

## 03. Logos

### 3.1 DOs

The ACAPS logo comes in two different versions: vertical and horizontal. Use the most appropriate version of it by taking into account space available and composition.

The logo should be primarily displayed on a white or light grey background, while using the negative version for darker backgrounds.

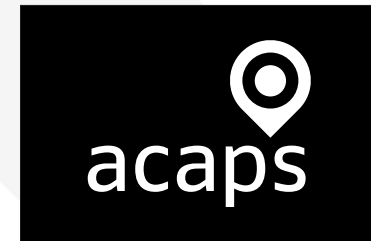
The logo should have a minimum of clear space around it to let it breathe, as well as meet the minimum size requirements.

The pointer extracted from the logo can be used as a standalone design asset, either in its original form or monochrome.

#### VERTICAL LOGO



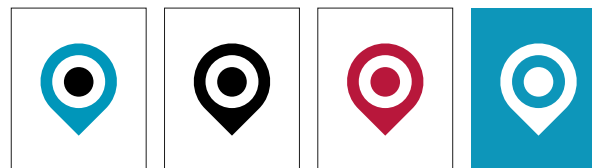
Minimum size:  
**20mm** (for print) and  
**80px** (for online)



#### HORIZONTAL LOGO



#### POINTER



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## 03. Logos

### 3.2 DON'Ts

The ACAPS logo should not be stretched or squeezed; modifications are not allowed in any way.

The positive version **should not** be placed over dark or colourful backgrounds.

The pointer's colour combination **should not** be altered in its positive version.



## 03. Logos

### 3.3 Logo positioning

The ACAPS logo can be placed at the top or bottom corners of reports and publications.

The pointer can be used with a reduced transparency for design purposes, preferably placed at the top right side of the canvas.



# 04

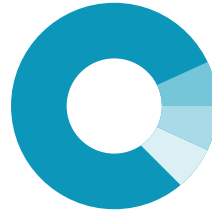
## Colour palette

## 04. Colour palette

### 4.1 Primary colours

ACAPS' brand is primarily identified with the blue colour, which is usually paired with black, white, and different shades of grey. The different shades of light blue are available for design reasons.

The dark blue colour is mostly used as a background colour, while the yellow works well for highlighting or as an additional colour whenever appropriate.

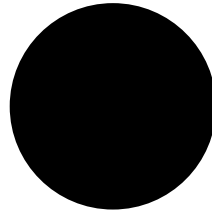


ACAPS blue  
RVG: 0 150 186  
CMYK: 81 22 19 2  
Hexa: #0096ba

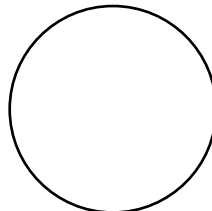
ACAPS light blue II  
RVG: 0 150 186  
CMYK: 81 22 19 2  
Hexa: #0096ba

ACAPS light blue I  
RVG: 0 150 186  
CMYK: 81 22 19 2  
Hexa: #0096ba

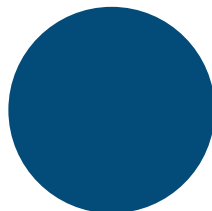
ACAPS light blue  
RVG: 0 150 186  
CMYK: 81 22 19 2  
Hexa: #0096ba



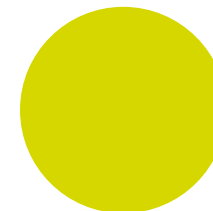
Black  
RVG: 0 0 0  
CMYK: 91 79 62 97  
Hexa: #000000



White  
RVG: 255 255 255  
CMYK: 0 0 0 0  
Hexa: #ffffff



ACAPS dark blue  
RVG: 0 75 120  
CMYK: 98 68 28 14  
Hexa: #004b78



ACAPS yellow  
RVG: 216 216 0  
CMYK: 23 2 96 0  
Hexa: #d8d800

## 04. Colour palette

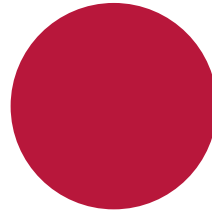
### 4.2 Secondary colours

ACAPS' secondary colours are primarily associated with a theme and closely connected to the analysis-related methodologies developed in house.

The shades of these colours express intensity from lowest (lighter) to highest (darker).

The secondary colours can be occasionally applied to other topics.

#### ANTICIPATED IMPACT/RISK

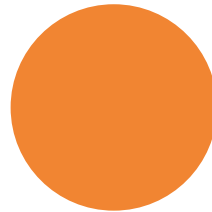


ACAPS dark red  
RVG: 184 22 60  
CMYK: 19 100 66 11  
Hexa: #b8163c

+ gradation  
scale



#### HUMANITARIAN ACCESS CONSTRAINTS

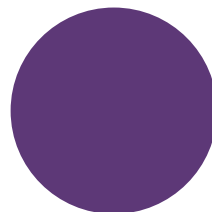


ACAPS orange  
RVG: 246 136 60  
CMYK: 0 57 85 0  
Hexa: #f6883c

+ gradation  
scale



#### INFORM SEVERITY INDEX



ACAPS purple  
RVG: 92 55 118  
CMYK: 76 88 20 7  
Hexa: #5c3776

+ gradation  
scale

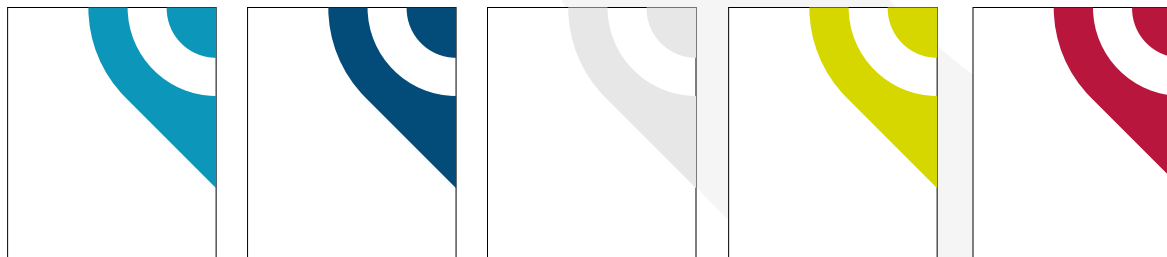


## 04. Colour palette

### 4.3 Colour combination

- With a **white background**, ACAPS' primary colours are recommended. In the specific case of themes, secondary colours are allowed.
- With a **dark blue background**, only ACAPS primary colours should be used with the exception of ACAPS blue. The lighter shades of blue are instead recommended.
- With **any other plain colour background**, white is always the preferred colour in full or reduced transparency.

#### WHITE (OR LIGHT GREY)



#### DARK BLUE



Elements can be white with their opacity turned down to 13%.

#### ANY OTHER ACAPS COLOUR





# 05

## Typography

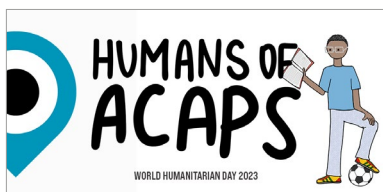
## 05. Typography

### 5.1 ACAPS fonts

ACAPS uses three different fonts for both print and digital.

- **BEBAS NEUE** is used solely as main Heading (H1) or overhead title.
- **ROBOTO** is used for subheading (H2) and body text
- **ROBOTO CONDENSED** is available to use in specific cases, mostly when little space is available and information needs to be maximised within it.

Handwritten typography can sometimes be used to bring a warmer and friendlier touch to the ACAPS brand, with the aim to humanise. It can be found in hand-drawn illustrations and within internal communications.



#### ROBOTO

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz123456789

#### BEBAS NEUE (PRO)

ABCDEFGHIJKNOPQRS  
UVWXYZabcdefghijklmnop  
qrstu vwxyz123456789

#### + ROBOTO CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz123456789

## 05. Typography

### 5.2 Hierarchy

The ACAPS brand distinguishes four levels of information, each one defined with a style:

- **Overhead title:**  
**BEBAS NEUE Bold** 16pt - Leading 19pt
- **Heading 1 (H1):**  
**BEBAS NEUE Bold** 26pt - Leading 23pt
- **Heading 2 (H2):**  
**ROBOTO Light** 12pt - Leading 16pt
- **Body text:**  
**ROBOTO Regular** 10.5pt - Leading 15pt

Please note that this hierarchy is subject to the needs of the information and the product to be laid out.

### PALESTINE/ISRAEL

## SPOTLIGHT ON GAZAN WORKERS: LOREM IPSUM DOLAR SIT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse rutrum maximus dui eget tristique. Fusce consectetur neque dolor, vel placerat mi tempus ac. Aenean sed felis magna. Donec in congue nunc. Mauris tincidunt, ligula non bibendum sagittis, metus lacus fermentum tortor, eu imperdiet erat dui nec urna. Pellentesque pellentesque feugiat urna eu porttitor.

] **BEBAS NEUE Bold** 16pt  
Leading 19pt

] **BEBAS NEUE Bold** 26pt  
Leading 26pt

] **ROBOTO Light** 12pt  
Leading 16pt

] **ROBOTO Regular** 10.5pt  
Leading 15pt

### LIVE WEBINAR

## SYRIA

Capacity-strengthening needs in non-government controlled areas in Northwest Syria

In the context of specific topics or products, an icon can be used in the overhead title to add to the labelling

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## 05. Typography

### 5.3 DON'Ts

The overhead title should not be set in lowercase nor in any other font than Bebas Neue bold.

Heading 1 should not be set over three lines (editing might be necessary).

The body text should preferably be set in Roboto regular with the exception of having limited space, in which case Roboto Condensed is recommended.

~~Palistine/Israel~~

~~**SPOTLIGHT ON GAZAN WORKERS:  
LOREM IPSUM DOLAR SIT  
DOLAR SIT AMEN  
NERGETUR DOLAR SIT**~~

~~Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci~~

~~PALESTINE/ISRAEL~~

~~**SPOTLIGHT ON GAZAN WORKERS:  
LOREM IPSUM DOLAR SIT  
DOLAR SIT AMEN  
NERGETUR DOLAR SIT**~~

~~Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci~~

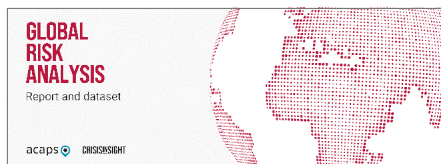
## 05. Typography

### 5.4 Text colour combinations

ACAPS' main text colour combinations allowed are:

- Over a **white or light grey** background, either ACAPS blue or black are recommended.
- Over a **dark blue** background, Heading 1 should always go in white, whereas the overhead title can be displayed in ACAPS light blue or yellow.

In the case of thematics, ACAPS' secondary colours can be used, preferably over white or light grey background.



### OVER LIGHT BACKGROUND



### OVER DARK BLUE BACKGROUND



Always make sure that contrast is strong enough and that colours are not clashing with the aim to maximise legibility. Avoid variations that aren't listed here.

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## 05. Typography

### 5.5 DON'Ts

These text colour combinations are not allowed and should be avoided.



# 06 Imagery

## 06. Imagery

### 6.1 Photography

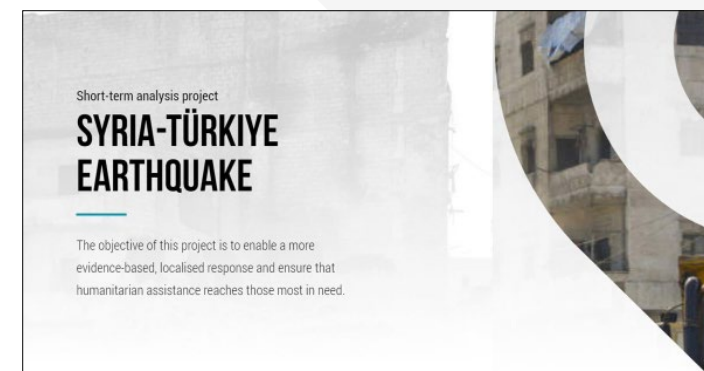
Photos can help document humanitarian impacts or serve for further promotion of our work.

The selection of photographs should comply with the portrait of strong and resilient individuals while maintaining the dignity of those affected by crises. Photographs with people suffering or in degraded situations are not allowed to be used for any purpose.

All photographs should be credited appropriately.

In some occasions, a [colour filter](#) can be applied for design reasons.

Photographs can be framed within the ACAPS pointer or faded with the background.





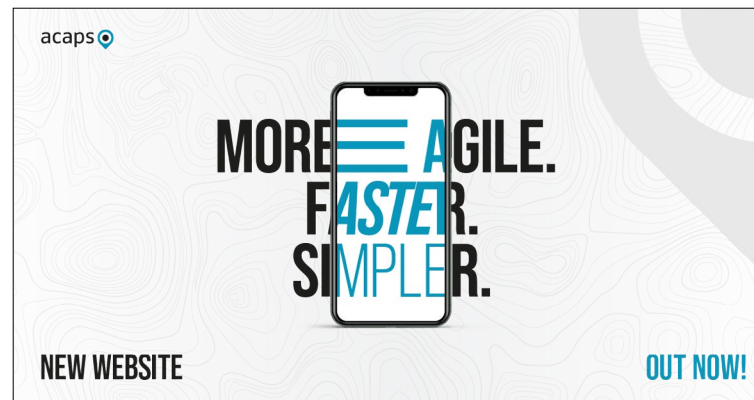
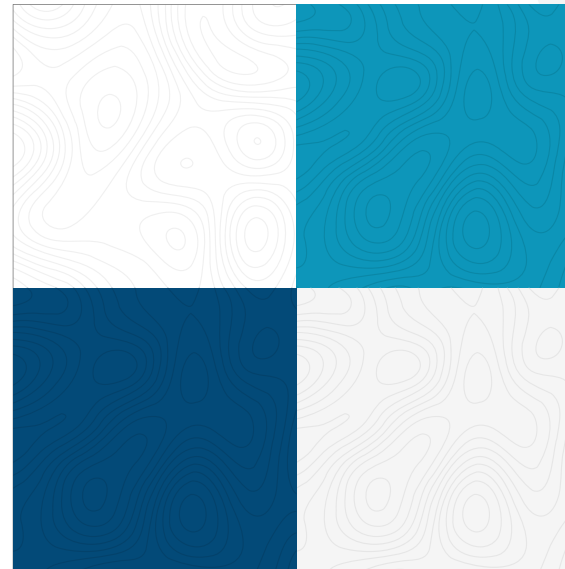
## 06. Imagery

### 6.2 Pattern

To enrich the ACAPS brand, a [terrain pattern](#) is available to use.

Primarily used on the website as a background element, it can be implemented in various designs.

The pattern can be used in light grey over a white background or white with reduced transparency over a blue/dark blue background.



## 06. Imagery

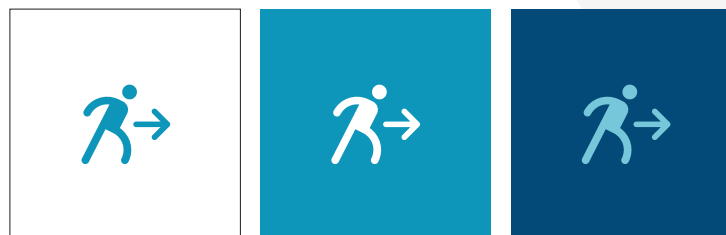
### 6.3 Icons and illustrations

A [set of icons](#) widely recognised across the humanitarian sector is available to use for ACAPS' visual production and publications. Originally produced by OCHA, they can be found in ACAPS blue colour, although other colour combinations are allowed as set on [page 16](#).

Additionally, other icons from the free website [thenounproject](#) can be used.

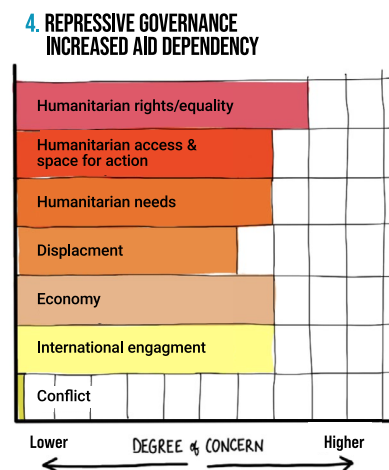
Hand-drawn illustrations can accompany our analysis work and be used for promotion. The style relies entirely on the designer as long as it follows ACAPS' brand guidelines.

### ICONS



Make sure the contrast is strong enough and the colours are not clashing to maximise legibility, and avoid variations that aren't listed [here](#).

### HAND-DRAWN ILLUSTRATIONS





# BRAND STYLE GUIDE

2024