IPC

Integrated Food Security Phase Classification

Evidence and Standards for Better Food Security and Nutrition Decisions

Brand Guidelines 2019-21

IPC Brand 2019-21

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Introduction

The IPC Brand book, which is also called brand guideline or style guide, is a set of rules that explain how the IPC brand works, which are our main brand elements and what is the main goal of our brand. This brand book will aim to influence every communication and products/services to achieve a seamless consistency feel and look of the IPC brand. They are like strategic guidelines, as it covers all the aspects of your brand. Overall, the IPC brand book serves the following purposes for your business:

- Improve the IPC brand position
- Keep entire IPC team on message
- Add depth to the IPC brand position by aligning it with the IPC Communication Strategy

For further information, please contact:

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Who we are

The Integrated Food Security Phase Classification (IPC) is an innovative multi-partner initiative that works to improve food security and nutrition analysis and decision-making. By using the IPC classification and analytical approach, Governments, UN Agencies, NGOs, civil society and other actors, work together to determine the severity and magnitude of acute and chronic food insecurity, and acute malnutrition situations in a country, according to internationally-recognised scientific standards.
Our main goal is to provide decision-makers with a rigorous, evidence- and consensus-based analysis of food insecurity and acute malnutrition situations, to inform emergency responses as well as medium- and long-term policy and programming.

The IPC was originally developed in 2004 to be used in Somalia by FAO's Food Security and Nutrition Analysis Unit (FSNAU). Since then, a global partnership of 15 organizations is leading the development and implementation of the IPC at global, regional and country level. With over 10 years of application, the IPC has proved to be one of the best practices in the global food security field, and a model of collaboration in over 30 countries in Latin America, Africa and Asia.

The IPC master logo

Our logo is our most valuable brand asset It should always remain consistent across all communication channels and never be modified.

Use these guidelines to determine the best way to apply the IPC logo.

IPC Integrated Food Security Phase Classification
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IPC logo variations

The IPC logotype is a symbolic representation for the Integrated Food Security Phase Classification.

This logotype is to be placed on any IPC produced document, web or print.

Six versions of the IPC logotype exist:
- The bleed version
- The header version
- The medium version
- The banner version
- The compact version
- The front cover version

Bleed logotype

Header logotype

Medium logotype

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IPC logo variations

Banner logotype

Compact logotype

Front cover logotype

IPC logo variations

The IPC logotypes come in two colour variations.

The original "blue" versions which should be used as much as possible, and "white" versions for placement on solid and dark backgrounds.

Header logotype

Compact logotype

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Language versions

The logotype is provided in English, French and Spanish in both IPC Blue and White.

Header logotype

IPC **I**ntegrated Food Security **P**hase **C**lassification
Evidence and Standards for Better Food Security and Nutrition Decisions

IPC **I**ntegrated Food Security **P**hase **C**lassification
Evidence and Standards for Better Food Security and Nutrition Decisions

IPC Cadre Intégré de **C**lassification de la sécurité alimentaire
Preuves et Normes pour de Meilleures Décisions en Sécurité Alimentaire et Nutritionelle

IPC Cadre Intégré de **C**lassification de la sécurité alimentaire
Preuves et Normes pour de Meilleures Décisions en Sécurité Alimentaire et Nutritionelle

CIF **C**lasificación **I**ntegrada de la seguridad alimentaria en **F**ases
Información y Normas que garantizan Mejores Decisiones relativas a Seguridad Alimentaria y Nutrición

CIF **C**lasificación **I**ntegrada de la seguridad alimentaria en **F**ases
Información y Normas que garantizan Mejores Decisiones relativas a Seguridad Alimentaria y Nutrición

IPC compact logo

The IPC compact logo should be applied in areas such as the inside pages of publications and presentations to avoid clutter and monotony of the long strip logo.

Compact logo

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IPC primary colour specifications

Colour is a key element for identifying IPC products and must appear as the dominant colour on everything related to the IPC. Color is a key feature of its visualization and awareness. This guide strictly suggests the IPC primary, secondary and tertiary colors represented in the in this book in order to achieve consistency and brand unity of the IPC's information products and branded items.
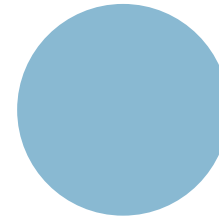
IPC colours
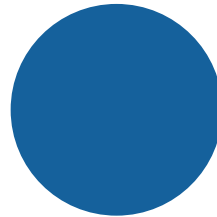
IPC Primary Blue
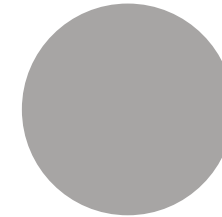
CMYK
94 63 13 1

RGB
1 97 156

Web Hex
01619c

IPC Secondary Blue

CMYK
45 15 10 0

RGB
139 185 210

Web Hex
8bb9d2

IPC Tertiary Grey

CMYK
37 30 30 0

RGB
166 166 166

Web Hex
a6a6a6

IPC AFI/AMN & CFI classification colour specifications

Colour is a key element in the presentation of the IPC's analyses. It is absolutely crucial to ensure that all maps and thematic graphs have the same colour coding to ensure consistency and clarity.

IPC Acute Food Insecurity/Acute Malnutrition

Minimal	**Stressed**	**Crisis**	**Emergency**	**Famine**
CMYK	CMYK	CMYK	CMYK	CMYK
19 0 26 0	4 3 96 0	7 63 100 1	15 100 100 5	34 98 95 54
RGB	RGB	RGB	RGB	RGB
205 250 205	250 230 030	230 120 000	200 000 000	100 000 000
Web Hex	Web Hex	Web Hex	Web Hex	Web Hex
cdfacd	fae61e	e67800	c80000	640000

IPC Chronic Food Insecurity

Minimal	**Mild**	**Moderate**	**Severe**
CMYK	CMYK	CMYK	CMYK
19 0 26 0	19 18 1 0	39 37 2 0	69 79 0 0
RGB	RGB	RGB	RGB
205 250 205	203 201 226	158 154 200	106 81 163
Web Hex	Web Hex	Web Hex	Web Hex
cdfacd	cbc9e2	9e9ac8	6a51a3

Font type: Myriad Pro

Myriad Prod is the primary and secondary font for the IPC brand. It is a secondary sans serif typeface and has a classic yet fresh appearance. It should be used to communicate a broad range of IPC information products with an exception to the website (Rubik) and MailChimp (Arial).

Myriad Pro

Myriad Light

Myriad Light Italic

Myriad Regular

Myriad Italic

Myriad SemiBold

Myriad SemiBold Italic

Myriad Bold

Myriad Bold Italic

Myriad Black

Myriad Black Italic

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Logotype dimensions

For publications, flyers and other web or print material, the dimensions of the logotypes do not differ.

To ensure legibility, the minimum size of both logotypes are the dimensions shown here.
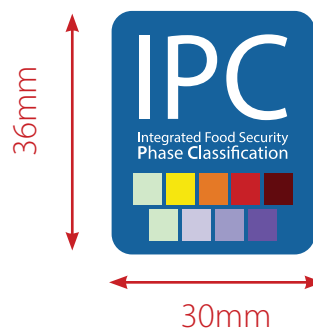
Header logotype

20mm

IPC Integrated Food Security Phase Classification
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200mm

Medium logotype

27mm

IPC
Integrated Food Security Phase Classification
Evidence and Standards for Better Food Security and Nutrition Decisions

90mm

Compact logotype

36mm

IPC
Integrated Food Security
Phase Classification

30mm

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Logotype dimensions

Bleed logotype


15mm

210mm

Banner logotype

60mm

210mm

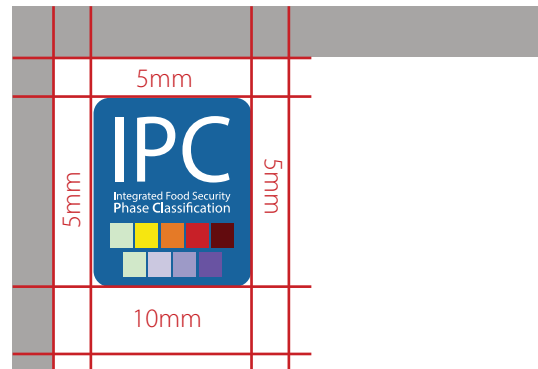# IPC Brand Guidelines 2019-21

Logotype positioning

To protect the visual impact of the logotypes, a clear space without any visual interference or other associated logotypes should be maintained.

Both logotypes should be placed at the top of the document at exactly **5mm** from the border of the page, with a **10mm** spacing below for space between the logo and content.

Header logotype
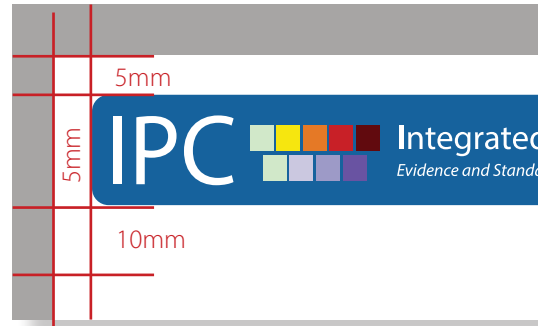
Compact logotype

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IPC partner logo

IPC's partners have developed reputable brand images.
Their logos should be used in accordance with their brand guidelines.

ONE LINE *(ENGLISH VERSION)*

The European Commission in the global partnership is represented by the Joint Research Centre (EC-JRC)

Two lines
(English version)

Two lines
(English version with donors)

One line *(French version)*

La Commission européenne dans le partnernariat est représenté par le Centre commun de recherche (CCR).

One line *(Spanish version)*

La Comisión Europea esta representada en la asociación global por el Centro Común de Investigación (Joint Research Center - JRC).
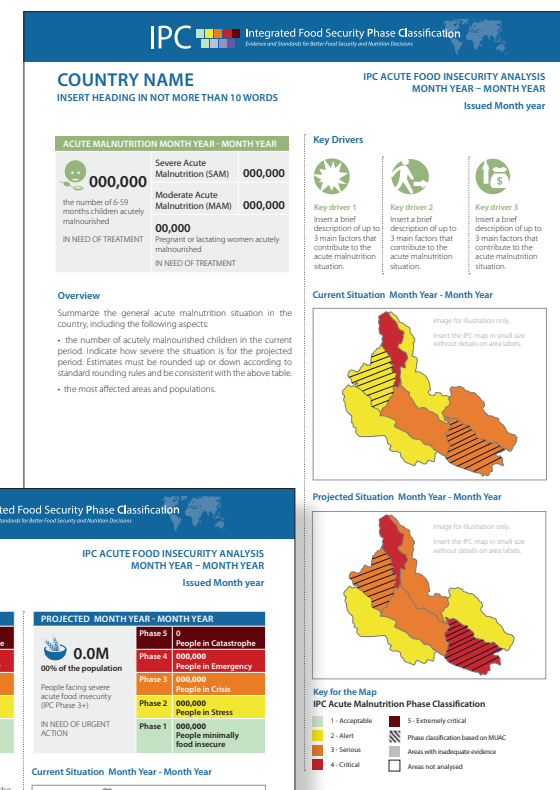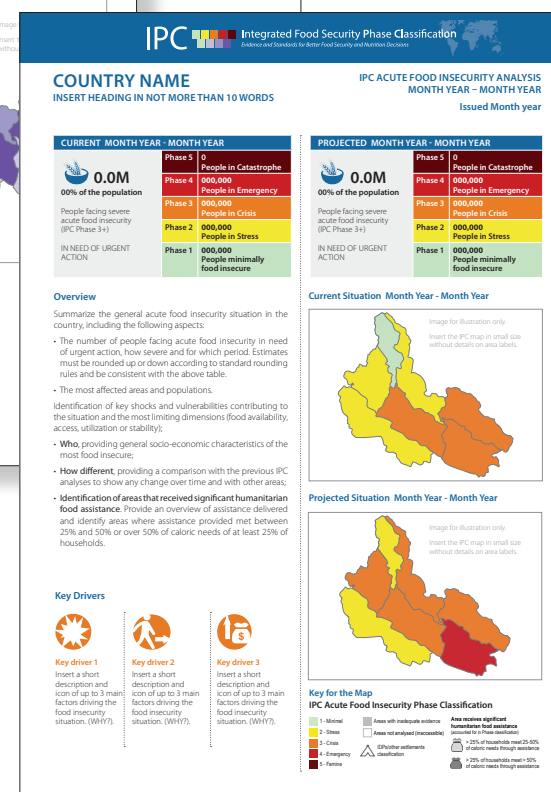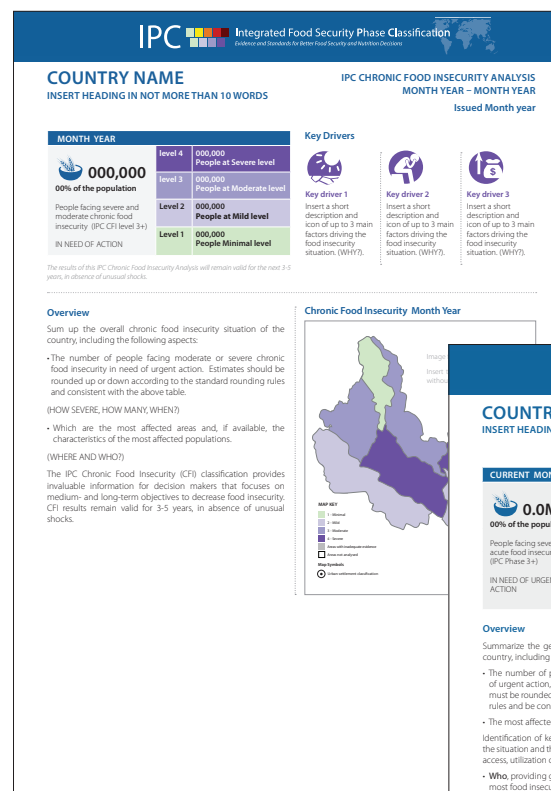
Bringing the IPC Logo to Life

Logo Application

Given the logo tools needed to work with the IPC brand, here are a few examples of how it can translate to real pieces of communication. These are simple rules that guide everyone working with the IPC brand and information products to understand how its elements can come together to create an engaging, effective suite of communication and outreach materials.

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Key Information Products

Brand consistency in IPC's communication products is the first thing to consider when designing them. Their look and feel should be consistent with the IPC brand's personality, graphics, colours, fonts and images. Placing the IPC logo at the top of each product is always recommended. Readers of left-to-right languages look at the left side of the screen first and often the first design element they see is the logo. This helps them identify quickly the production they are looking at.
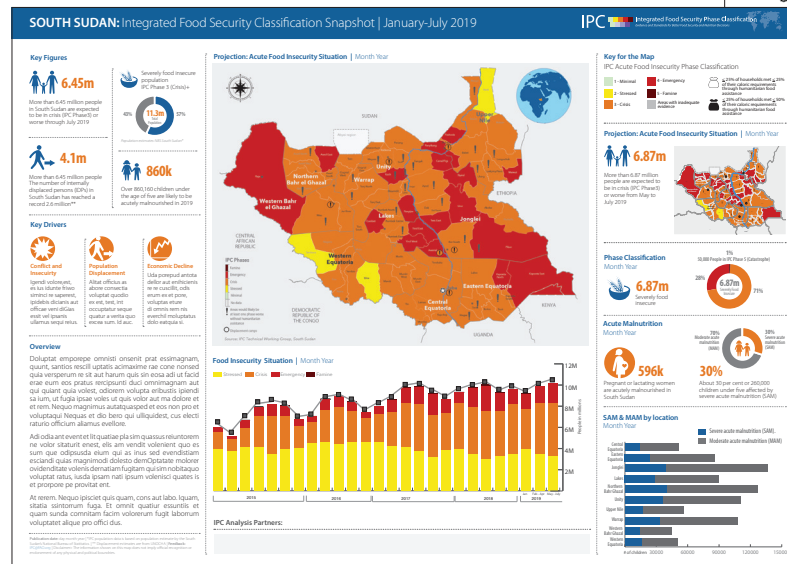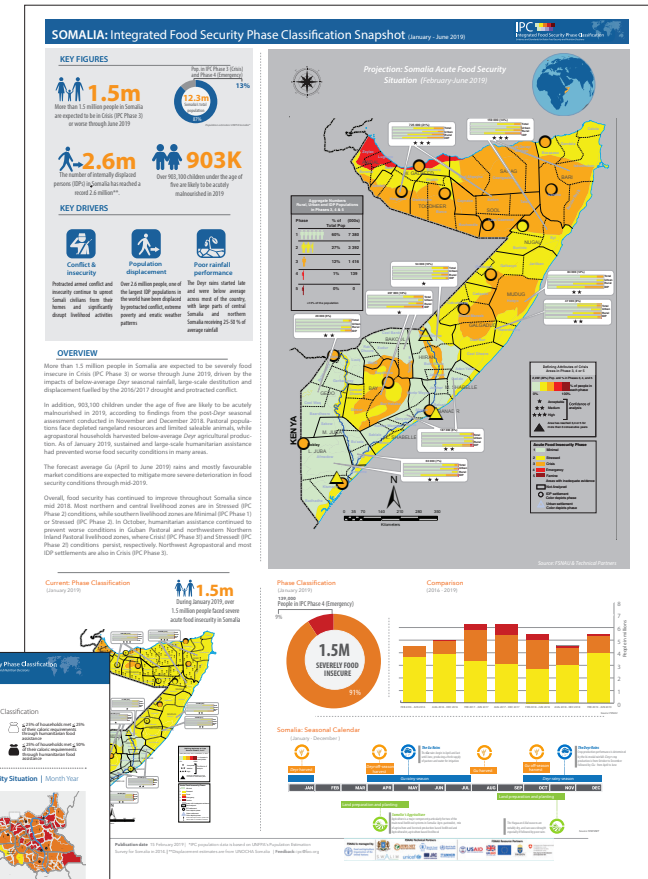
Country brief templates for Acute Food Insecurity, Acute Malnutrition and Chronic Food Insecurity.

Key Information Products

Country snapshots

The Business Card

The new IPC Business Card is double-sided and features standard dimensions of 3.5 x 2 inches. That's the finished card size. Design files shared with printing partners should include a bleed are to avoid cutting into the top IPC logo. The "bleed area" is an extra 1/8 inch of space for design elements or backgrounds that extend beyond the finished edges of your card.

IPC Integrated Food Security Phase Classification
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Website: www.ipcinfo.org
Twitter: @theipcinfo

The IPC Global Partnership

The IPC Funding Partners

SUBSCRIBE TO
THE IPC

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The Email Signature

The IPC email signature is designed specifically to represent the initiative and its global partners. It also features a ListServer signup form link to make it easy for new readers to subscribe to the IPC mailing list. This is helpful if IPC subscribers frequently forward or share information products via emailing or other wise.

John Smith
IPC Senior Blacksmith

IPC Global Support Unit (IPC GSU)
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Mobile +39 32 77 85 58 65 | www.ipcinfo.org

Subscribe to IPC Information Products

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The PowerPoint Template

These should be kept clean and simple, using mostly our core color palette in the text, maps and graphs. Because of font restrictions, use our alternate typefaces such as Arial when creating these documents.

The Lanyard

In order to reinforce the IPC image and differentiate it from other units in FAO, it is important to use IPC's custom lanyard which also features logos of all the 15 global partners.

IPC promotional items

IPC's brand identity assets also include a set of templates and mockups including: pens, USB stick, water bottles, stress balls, and tote bags. All in a cohesive style that can be used as a base for building consistent branding.
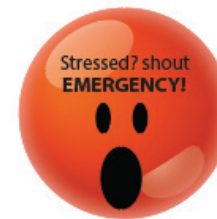
IPC promotional items

IPC branding collateral

IPC's brand identity assets also include a set of templates and mockups including: a letterhead, press kit, notebook, all in a cohesive style that can be used as a base for building consistent branding.

Inappropriate Use of the IPC Logo

1) Deforming the logotype, altering the proportions of its elements and dimensions of the IPC logo or those of its partners;

2) Using the text without the IPC's symbol;

3) Changing logotypes' and symbols' position. Only the official version of the logo should be used.

4) Placing logotype on multicoloured photo images or complex backgrounds.

5) Limitations of the minimal protected area of the logotype (distance to the edges of a layout, distance to other logos) should be adhered to.

6) Colours of logotype's elements should not be changed. Only colours of the main palette should be used.

IPC
Integrated Food Security
Phase Classification

www.ipcinfo.org