

# IPC Icon Guidelines 2023

## Font type: Myriad Pro

Myriad Pro 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**

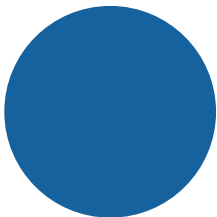
*Myriad Black Italic*

# IPC Icon Guidelines 2023

## 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

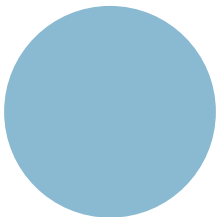


IPC Primary Blue

CMYK  
94 63 13 1

RGB  
1 97 156

Web Hex  
01619c

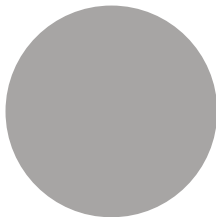


IPC Secondary Blue

CMYK  
45 15 10 0

RGB  
139 185 210

Web Hex  
8bb9d2

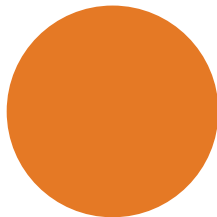


IPC Tertiary Grey

CMYK  
37 30 30 0

RGB  
166 166 166

Web Hex  
a6a6a6



IPC Secondary Orange

CMYK  
7 63 100 1

RGB  
230 120 000

Web Hex  
e67800

# IPC Icon Guidelines 2023

## 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

CMYK  
19 0 26 0  
RGB  
205 250 205  
Web Hex  
cdfacd



#### Stressed

CMYK  
4 3 96 0  
RGB  
250 230 030  
Web Hex  
fae61e



#### Crisis

CMYK  
7 63 100 1  
RGB  
230 120 000  
Web Hex  
e67800



#### Emergency

CMYK  
15 100 100 5  
RGB  
200 000 000  
Web Hex  
c80000



#### Famine

CMYK  
34 98 95 54  
RGB  
100 000 000  
Web Hex  
640000

### IPC Chronic Food Insecurity



#### Minimal

CMYK  
19 0 26 0  
RGB  
205 250 205  
Web Hex  
cdfacd



#### Mild

CMYK  
19 18 1 0  
RGB  
203 201 226  
Web Hex  
cbc9e2



#### Moderate

CMYK  
39 37 2 0  
RGB  
158 154 200  
Web Hex  
9e9ac8



#### Severe

CMYK  
69 79 0 0  
RGB  
106 81 163  
Web Hex  
6a51a3

# IPC Icon Guidelines 2023

## IPC AFI/AMN & CFI

### Icon colour specifications

Colour is a key element in the presentation of the IPC's analyses. All icons should be in the specified colours for the category.

#### IPC Acute Food Insecurity



##### General

CMYK  
94 63 13 1

RGB  
1 97 156

Web Hex  
01619c



##### Key Drivers

CMYK  
7 63 100 1

RGB  
230 120 000

Web Hex  
e67800



##### Actions

CMYK  
0 0 0 70

RGB  
109 110 113

Web Hex  
6d6e71

#### IPC Acute Malnutrition



##### General

CMYK  
94 63 13 1

RGB  
1 97 156

Web Hex  
01619c



##### Key Drivers

CMYK  
7 63 100 1

RGB  
230 120 000

Web Hex  
e67800



##### Actions

CMYK  
0 0 0 70

RGB  
109 110 113

Web Hex  
6d6e71

#### IPC Chronic Food Insecurity



##### General

CMYK  
94 63 13 1

RGB  
1 97 156

Web Hex  
01619c



##### Key Drivers

CMYK  
69 79 0 0

RGB  
106 81 163

Web Hex  
6a51a3



##### Actions

CMYK  
0 0 0 70

RGB  
109 110 113

Web Hex  
6d6e71

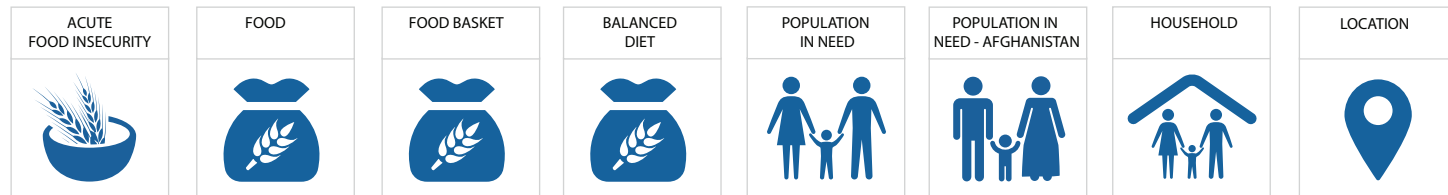
# IPC Icon Guidelines 2023

## Icons

### Acute Food Insecurity

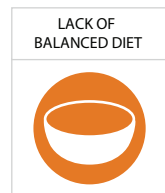
A range of icons has been produced to bring consistency to our visual language when representing the organization's activities. This is a library of icons which will evolve and expand.

#### General

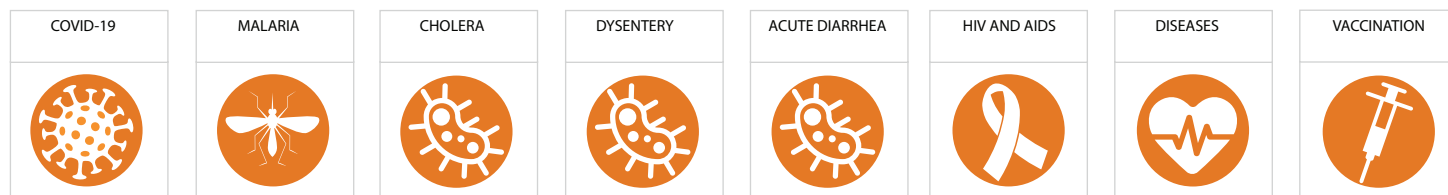


#### Key Drivers

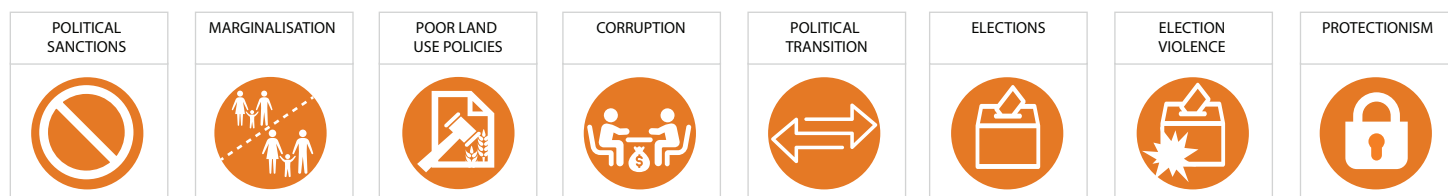
##### Man-made Drivers



##### Disease-Related Drivers



##### Political Drivers



# IPC Icon Guidelines 2023

## Icons


























### Acute Food Insecurity

#### Key Drivers

##### Economic Drivers

LOW INCOME 	UNEMPLOYMENT 	HIGH FOOD PRICES 	HIGH COST OF INPUTS 	POOR MARKETS 	ECONOMIC SANCTIONS 	INFLATION 	CURRENCY DEVALUATION 	LOW FUNDING LEVELS 
POOR ECONOMIC POLICIES 	HIGH COST OF FOOD IMPORTS 	RURAL-URBAN MIGRATION 	POOR ACCESS TO CREDIT 					

##### Natural Disasters Drivers





DROUGHT 	DRY SPELLS 	ERRATIC RAIN 	POOR POOR RAINS 	FLOOD 	LANDSLIDE 	WILD FIRE 	EARTHQUAKE 	COLD WAVE 
HEAT WAVE 	AVALANCHE 	CYCLONE 	TYPHOON 	TROPICAL STORM 	HURRICANE 	STORM SURGE 	FLASH FLOOD 	VOLCANIC ERUPTION 
TSUNAMI 	CLIMATIC SHOCKS 	HEAVY RAINS 	WATER LOGGING 	DESERT LOCUST 	FALL ARMY WORM 	INSECT INFESTATION 		

# IPC Icon Guidelines 2023




## Icons

### Acute Malnutrition

#### General

ACUTE MALNUTRITION	CHILDREN UNDER 5	STUNTING	PREGNANT AND LACTATING WOMEN
			

#### Key Drivers

DISEASES	POOR CHILDCARE PRACTICES	FOOD INSECURITY	POOR ACCESS TO HEALTH SERVICES	POOR FEEDING	POOR WATER	POOR SANITATION & HYGIENE	POOR POLICIES	POVERTY
								

MORTALITY DEATH


#### Recommended Actions

TREATMENT	SUPPLEMENTARY FEEDING	IMPROVED ACCESS TO HEALTH SERVICES	BEHAVIORAL CHANGE CAMPAIGNS	MALNUTRITION SURVEILLANCE	INTEGRATED MULTISECTORAL PROGRAMMING	SOCIAL PROTECTION SERVICES	LIVELIHOOD SUPPORT	VACCINATION
								

HUMANITARIAN RESPONSE


# IPC Icon Guidelines 2023

## Icons

Chronic Food Insecurity

### General

ACUTE FOOD INSECURITY	FOOD	FOOD BASKET	BALANCED DIET	POPULATION IN NEED	POPULATION IN NEED - AFGHANISTAN	HOUSEHOLD

### Key Drivers

#### Man-made Drivers

CONFLICT AND INSECURITY	POVERTY	POOR PRODUCTION	POOR POLICIES	POOR LAND MANAGEMENT	POOR GOVERNANCE	HIGH COST OF INPUTS	RURAL-URBAN MIGRATION	LACK OF BALANCED DIET

UNEMPLOYMENT

#### Disease-Related Drivers

COVID-19	MALARIA	CHOLERA	DYSENTERY	ACUTE DIARRHEA	HIV AND AIDS	DISEASES















# IPC Icon Guidelines 2023

## Icons

### Chronic Food Insecurity

#### Key Drivers

##### Natural Disasters Drivers

DROUGHT 	DRY SPELLS 	ERRATIC RAIN 	POOR POOR RAINS 	FLOOD 	LANDSLIDE 	WILD FIRE 	EARTHQUAKE 	COLD WAVE 
HEAT WAVE 	AVALANCHE 	CYCLONE 	TYPHOON 	TROPICAL STORM 	HURRICANE 	STORM SURGE 	FLASH FLOOD 	VOLCANIC ERUPTION 
TSUNAMI 	CLIMATIC SHOCKS 	HEAVY RAINS 	WATER LOGGING 	DESERT LOCUST 	FALL ARMY WORM 	INSECT INFESTATION 		

##### Recommended Actions

IMPROVED MARKETS 	SOCIAL SAFETY NET 	IMPROVED PRODUCTION 	IMPROVED AGRICULTURAL INPUTS 	IMPROVED AGRICULTURAL POLICIES 	LAND REFORMS 	IMPROVED FUNDING 	BUILDING RESILIENCE TO NATURAL DISASTERS 	LIVE STOCK PROGRAMMES 
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