

COORDINATION

BRANDING AND STYLE GUIDE & TEMPLATES

In 2023, the CCCM Cluster rebranded, with an updated colour scheme and style guidelines. The official Cluster style and branding should be used on all products and external communication produced by a CCCM Cluster team: reports, dashboards, advocacy notes, maps, email signatures, and other visibility materials.

The colour scheme and style guide should also be used for a CCCM Sector or Working Group. A Sector or Working Group has the option to remove the term 'cluster' from the logo to avoid confusion.

It is the responsibility of the national Cluster Coordinator to make sure all members of the coordination team are familiar with the Cluster branding/style guide and that it is used by all coordination and IM staff for all Cluster communication – at national, sub-national, and area- level.

If any coordination staff double-hat, make sure they are confident of when and when not to use Cluster branding. For example, when to use a Cluster email signature versus their organizational signature.

The new **Cluster branding/style guide** (below) provides comprehensive information on the appropriate usage of logos, and the seamless integration of the Cluster colour scheme, fonts, and design.

As well as the branding/style guide, the following are available:

- Cluster logos in various formats
- Email signature templates (must be used instead of agency signatures)
- Templates for reports, Word documents, and PowerPoints
- Templates that can be adapted for meeting minutes and attendance lists
- Teams and Zoom Backgrounds

Toolkit resources

Title	Type	Language	Date
Link to download all branding collection	Guidance	English	2023