BACKGROUND
This document explains how implementing partners are meant to use Country-Based Pooled Fund (CBPF) wordmarks.

The CBPF wordmark was designed as a sub-brand of OCHA's logo and overall branding.

This guidance implements recommendations on proprietary rights and usage of the UN logo emblem by the Office of Legal Affairs which indicates that implementing partners are no longer allowed to use the UN emblem in their project facilities, publications and other products used to provide visibility to the CBPFs as the funding source.
CBPF wordmark

This wordmark is to be used as CBPF visibility at global level for both printed and digital collateral including all publications, campaigns, posters, flyers, website and social media.

Examples of country humanitarian fund version

This wordmark is to be used as humanitarian fund visibility at a country level for both printed and digital collateral including all publications, campaigns, posters, flyers, website and social media.
CLEAR SPACE

The wordmark should always appear clearly defined. A minimum amount of clear space should be designated around it, with no other visual element or type infringing upon it. Since the wordmark will appear in different sizes, this amount of space must be defined relative to the logo itself.

Please follow the wordmark grid guide to define the clear space around the wordmark.
The primary colour of CBPF wordmark is inspired by UN blue and also used by OCHA branding.

<table>
<thead>
<tr>
<th>Pantone</th>
<th>279C</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB</td>
<td>65, 143, 222</td>
</tr>
<tr>
<td>HEX</td>
<td>418FDE</td>
</tr>
<tr>
<td>CMYK</td>
<td>68, 34, 0, 0</td>
</tr>
</tbody>
</table>
BACKGROUND

Make every effort to place the wordmark over a solid background.

The wordmark may appear in blue (positive) only over light, neutral colours (light grey, light brown, etc.).

If the wordmark is dark, whether it’s a solid colour or a simple image, use the negative (white) wordmark.

As a general rule never place the wordmark directly over a photograph.
INCORRECT USE

CBPF and country humanitarian fund wordmarks may not be altered, changed, modified, or added to in any way. You should pay especial attention when resizing the wordmark to not distort it and always keep the same proportions.

The following examples illustrate some common errors that should be avoided.
Download all CBPF wordmark assets here: