

# HPG

Humanitarian  
Policy Group

## HPG brand guidelines

March 2021

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# Logo



## Primary logo

This is the preferred version of HPG's logo

The colour should never be altered

Do not add any effects to the logo (e.g. border, drop shadow, transparency, etc.)

Do not alter the shape or distort the logo: when resizing, ensure it is scaled proportionally



Transparent\_red



Transparent\_white

## Logo variants

Use the transparent vertical logos only on backgrounds where the primary logo will clash or not provide sufficient contrast

Use the horizontal logo only where space will not allow for the vertical logo

These are the only acceptable variants of HPG's logo. The logo should only ever be used in red or white



Horizontal\_red



Horizontal\_white

HPG logos can be found on Sharepoint [here](#)

# Logo

## Placement



## Exclusion zone

When placing HPG's logo next to other objects, leave a minimum blank surrounding space equal to roughly one-quarter the width of the logo



25 mm



25 mm



50 mm

## Minimum size

To ensure legibility, use the vertical logos at a width no smaller than 25 mm

Use the horizontal logos at a width no smaller than 50 mm

# Logo

## Co-branding



### HPG and ODI

The ODI logo is used on all HPG products

On HPG products, HPG's is the dominant logo and appears first

ODI's vertical lockup is used on HPG products



**PARTNER LOGO**

### Co-branding protocol

Requests for joint branding of HPG products must be discussed and agreed with the Project Manager at contract stage

On HPG products, the HPG logo is dominant

Research partner or co-authoring institution logos are placed on the front cover of HPG papers

Donor/funder logos are placed on the inside front cover or the back cover of HPG papers

Refer to the Publications Officer for guidance on co-branding or requests to use HPG's logo

# Colour



# Colour

## Palette

### Primary colours



#### HPG red

RGB 222 69 71  
CMYK 0 83 65 6  
HEX DF4647  
Pantone 2034C



#### HPG charcoal

RGB 59 59 70  
CMYK 73 66 39 56  
HEX 3B3B46  
Pantone 4133C

### Secondary colours



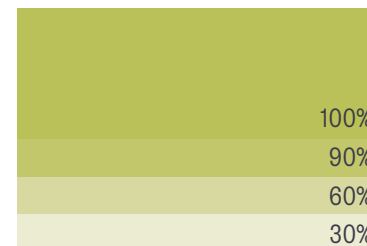
#### HPG tangerine

RGB 234 115 61  
CMYK 0 64 80 0  
HEX EA733D  
Pantone 4012C



#### HPG gold

RGB 237 155 51  
CMYK 0 43 88 0  
HEX ED9B33  
Pantone 2011C



#### HPG citron

RGB 187 194 92  
CMYK 24 6 71 4  
HEX BBC25C  
Pantone 4234C



#### HPG green

RGB 40 114 79  
CMYK 77 12 68 35  
HEX 28724F  
Pantone 555C



#### HPG teal

RGB 36 76 90  
CMYK 85 39 29 52  
HEX 244C5A  
Pantone 7477C



#### HPG blue

RGB 129 176 170  
CMYK 50 10 27 2  
HEX 81B0AA  
Pantone 4172C

# Colour Combinations

|                                     |                                     |                                     |
|-------------------------------------|-------------------------------------|-------------------------------------|
| <b>HPG Integrated<br/>Programme</b> | <b>HPG Integrated<br/>Programme</b> | <b>HPG Integrated<br/>Programme</b> |
| <b>HPG Integrated<br/>Programme</b> | <b>HPG Integrated<br/>Programme</b> | <b>HPG Integrated<br/>Programme</b> |
| <b>HPG Integrated<br/>Programme</b> | <b>HPG Integrated<br/>Programme</b> | <b>HPG Integrated<br/>Programme</b> |
| <b>HPG Integrated<br/>Programme</b> | <b>HPG Integrated<br/>Programme</b> | <b>HPG Integrated<br/>Programme</b> |
| <b>HPG Integrated<br/>Programme</b> | <b>HPG Integrated<br/>Programme</b> | <b>HPG Integrated<br/>Programme</b> |
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| <b>HPG Integrated<br/>Programme</b> | <b>HPG Integrated<br/>Programme</b> | <b>HPG Integrated<br/>Programme</b> |
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| <b>HPG Integrated<br/>Programme</b> | <b>HPG Integrated<br/>Programme</b> | <b>HPG Integrated<br/>Programme</b> |
| <b>HPG Integrated<br/>Programme</b> | <b>HPG Integrated<br/>Programme</b> | <b>HPG Integrated<br/>Programme</b> |
| <b>HPG Integrated<br/>Programme</b> | <b>HPG Integrated<br/>Programme</b> | <b>HPG Integrated<br/>Programme</b> |

## All possible colour combinations

Ensure a good contrast when combining colours from HPG's palette. If necessary, tints can be used to increase contrast between colours

Test colour combinations to ensure legibility for colour blindness

All colours can be paired with white

# Fonts

## Display typeface

### Supria Sans Condensed Black

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
0123456789 (.,-;!;?¿-)•  
[‘ ’“”«»]+-=/ \$£€¥\* & § @

### Supria Sans Condensed Bold

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
0123456789 (.,-;!;?¿-)•  
[‘ ’“”«»]+-=/ \$£€¥\* & § @

### Supria Sans Condensed Regular

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
0123456789 (.,-;!;?¿-)•  
[‘ ’“”«»]+-=/ \$£€¥\* & § @

### Supria Sans Condensed Heavy

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
0123456789 (.,-;!;?¿-)•  
[‘ ’“”«»]+-=/ \$£€¥\* & § @

### Supria Sans Condensed Medium

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
0123456789 (.,-;!;?¿-)•  
[‘ ’“”«»]+-=/ \$£€¥\* & § @

### Supria Sans Condensed Light

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
0123456789 (.,-;!;?¿-)•  
[‘ ’“”«»]+-=/ \$£€¥\* & § @

### Supria Sans Condensed

HPG's display typeface is Supria Sans Condensed. It should be used for titles and headings, and on charts, graphics and promotional products

The full suite contains six weights, but generally usage should be limited to Heavy, Medium and Light

To ensure legibility, avoid using the typeface at a size smaller than 10 points

The display typeface should not be used in italic unless absolutely necessary. Blocks of italic text should be avoided

# Fonts

## Body copy typeface

### Freight Sans Pro Semibold

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
0123456789 (.,-;!i?¿—)●  
[‘ ’””<>] +=/\$£€¥\*&\$@

### Freight Sans Pro Book

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
0123456789 (.,-;!i?¿—)●  
[‘ ’””<>] +=/\$£€¥\*&\$@

### Freight Sans Pro Light

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
0123456789 (.,-;!i?¿—)●  
[‘ ’””<>] +=/\$£€¥\*&\$@

### Freight Sans Pro

HPG's body copy typeface is Freight Sans Pro. It should be used for longer texts, such as in published papers

The full suite contains six weights, but usage is limited to Semibold, Book and Light

To ensure legibility, avoid using the typeface at a size smaller than 10 points

Freight Sans Pro Book can be used in italic when necessary. Blocks of italic text should be avoided

# Icons



## Icon library

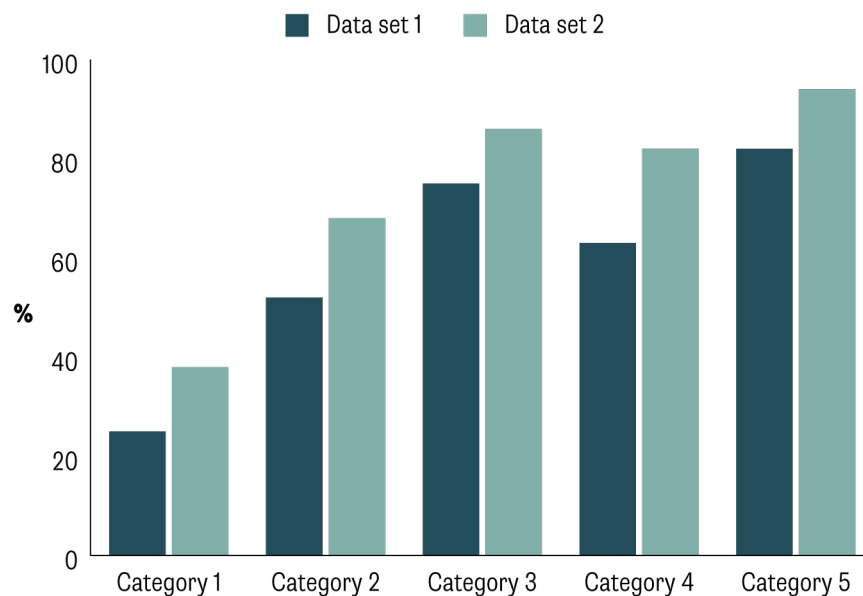
HPG uses ODI's icon library; some examples are shown here

The full icon library can be found on Sharepoint [here](#)

The icons can be used alone or in combination to create infographics

Refer to the Publications Officer for any bespoke icon or infographic requirements

# Charts



## Chart guidelines

**Colour:** use HPG's colour palette for charts; tints can be used if helpful. Test charts to ensure legibility for colour blindness

**Font:** use Supria Sans Condensed Light at 10 points for charts (Heavy for data points and axis labels)

**Axis lines:** use 0.5 point stroke. Use axis lines on the left and bottom only (unless for a double chart that requires a right axis). Do not use tick marks or gridlines

**Legend:** place the legend above the chart, as a general rule. Legend boxes should be 3 mm x 3 mm

**Line charts:** use 1.5 pt stroke for the line

HPG figure template can be found on Sharepoint [here](#)

Refer to the Publications Officer for charts or any other graphics requirements

# HPG

**Humanitarian  
Policy Group**

Thank you for reading!

If you have further queries on HPG branding,  
contact Hannah Bass: [h.bass@odi.org.uk](mailto:h.bass@odi.org.uk)

For queries on ODI branding,  
contact Emma Carter: [e.carter@odi.org.uk](mailto:e.carter@odi.org.uk)