

BRAND & DESIGN GUIDELINES



elrha



ELRHA BRAND VISION

To be seen as the global leaders for
collaborative humanitarian research
and innovation.



BRAND VALUES

CHANGE

We make a difference. We make things happen by linking the right people and funding the right projects; improving evidence and making an impact where it really matters. We are responsive to current and pressing issues, but we only support robust proposals and solutions. People are excited by the opportunities we present and the results we demonstrate.

INNOVATE

Innovation is important in all areas of our work. We seek, champion and facilitate innovation where we are confident of the potential to make a demonstrable impact. We are undaunted by difficult challenges, because our experience, agility and creativity enable us to positively manage the risks inherent to innovation. Our ambition and passion is infectious; inspiring and motivating others to work with us and support our activities.

CONNECT

We create collaborations that work. We have the knowledge and connections to bring the right people together to create effective partnerships that will lead to high value insight and solutions. We are leaders in our field, and others look to us for guidance. People feel enabled by our influence, because we help them to bring their work to fruition.

NURTURE

We nurture the projects we're involved with, providing support and insight to ensure that strong relationships are forged and that projects achieve the highest value outcome. We're approachable, friendly and we care about the needs of our partners, leaving them feeling looked after at every interaction with us.

BRAND COMMUNICATIONS

TONE OF VOICE

Credible, engaging, warm and confident.

PERSONALITY

- Approachable
- Helpful
- Authoritative
- Dynamic
- Interesting
- Integrity
- Ambitious
- Thorough
- Creative
- Resourceful
- Flexible
- Engaging

LANGUAGE

Intelligent, accessible and relevant.



ELRHA LOGOTYPE



elrha

USEAGE RULES

The Elrha logotype is to be used in the following instances:

- On all Elrha-produced publications, including those discussing our primary focuses on partnership, research and innovation
- Business cards. Programme name to be written out in full for relevant programme staff
- Email signatures for all staff
- Used as primary identity with all partnership agreements when producing joint research, events etc unless there is a strong reasoning for being programme led and then the programme + Elrha logo is used

LOGOTYPE COLOURS



elrha

PRIMARY LOGOTYPE

The primary logotype is the solid blue. This should be used in the first instance on any artwork against any light backgrounds, such as white.



REVERSE LOGOTYPE

The reverse logotype is solid white and should be used in instances where there is a dark background, such as the Elrha Primary Blue.

LOGOTYPE INTEGRITY



SAFE SPACE

A minimum clear zone equal to the width of the letter 'a' in the logo must be respected. No other graphic elements or content may break into this area under any circumstance.

MINIMUM SIZE

To maximise legibility, the logo should never be made smaller than 15mm wide.

DO NOT...

Distort the Elrha logo by stretching or squashing it. If you need to resize the mark make sure it is kept to the same aspect ratio. You may not rotate the mark or make it any other colour except white or the Elrha Primary Blue.

PROGRAMME LOGOS



PROGRAMME LOGO + ELRHA LOGO

To be used in the following instances:

- Used on programme-specific publications and template documents in print and online
- To be the sole logo supplied to programme-grantees to use for major outputs produced by the projects

PROGRAMME LOGO

To be used in the following instances:

- Programme-specific video productions and powerpoint templates: at the end of such templates, the programme logo appears on a slide, followed by slide with the Elrha logo and Partnership. Research. Innovation tag line. For powerpoint templates –The solo programme logo will be used on the title page of the opening slide to show its programme related. The template slides will otherwise by Elrha branded.
- HIF Progress Report – as a legacy document we don't want to interrupt its strong brand recognition and so logo placement will remain as is, but with updated Elrha logo.

HIF LOGO + ELRHA LOGO RULES



SAFE SPACE

A minimum clear zone equal to the width of the letter 'a' in the logo must be respected. No other graphic elements or content may break into this area under any circumstance.

MINIMUM SIZE

To maximise legibility, the logo should never be made any smaller than 15mm wide.

DO NOT...

Distort the HIF logo by stretching or squashing it. If you need to resize the mark make sure it is always kept to the same aspect ratio. You may not rotate the mark or rearrange the elements. Do not change the colour.

HIF LOGO RULES



SAFE SPACE

A minimum clear zone equal to the width of the letter 'H' in the HIF logo must be respected. No other graphic elements or content may break into this area under any circumstance.

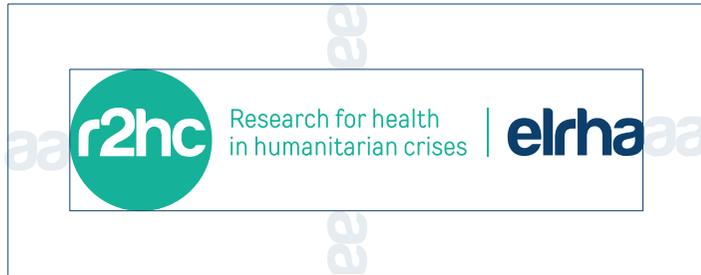
MINIMUM SIZE

To maximise legibility, the logo should never be made any smaller than 15mm wide.

DO NOT...

Distort the HIF logo by stretching or squashing it. If you need to resize the mark make sure it is always kept to the same aspect ratio. You may not rotate the mark or rearrange the elements. Do not change the colour.

R2HC LOGO + ELRHA LOGO RULES



SAFE SPACE

A minimum clear zone equal to the width of the two of the letter 'a' from the Elrha logo must be respected. No other graphic elements or content may break into this area under any circumstance.



MINIMUM SIZE

To maximise legibility, the logo should never be made any smaller than 15mm wide.



DO NOT...

Distort the R2HC logo by stretching or squashing it. If you need to resize the mark make sure it is always kept to the same aspect ratio. You may not rotate the mark or rearrange the elements. Do not change the colour.

R2HC LOGO + ELRHA LOGO RULES



SAFE SPACE

A minimum clear zone equal to the width of the number '2' from the R2HC logo must be respected. No other graphic elements or content may break into this area under any circumstance.

MINIMUM SIZE

To maximise legibility, the logo should never be made any smaller than 15mm wide.

DO NOT...

Distort the R2HC logo by stretching or squashing it. If you need to resize the mark make sure it is always kept to the same aspect ratio. You may not rotate the mark or rearrange the elements. Do not change the colour.

BRAND COLOURS



ELRHA PRIMARY BLUE

Pantone 287u / 294c
c100 m80 y30 k20
r18 g63 b109
#123F6D



ELRHA LIGHT BLUE

Pantone 2995u / 299c
c80 m25 y10 k0
r0 g151 b197
#0096C5



ELRHA YELLOW

Pantone 134u / 135c
c0 m30 y85 k0
r253 g183 b64
#FCB940



ELRHA GREEN

Pantone 325u / 326c
c75 m5 y50 k0
r35 g176 b153
#23AF98

TYPOGRAPHY

The Elrha brand typography is based on the font family TT Rounds Condensed. No other font should be used in Elrha branded materials.

TT ROUNDS CONDENSED REGULAR TT ROUNDS CONDENSED LIGHT

HEADINGS & SUB HEADINGS

For headings TT Rounds Condensed should be used in full capitals. It is recommended to use a combination of the 'Light' and 'Regular' weights to achieve an engaging aesthetic.

BODY COPY

Body copy should also use TT Rounds Condensed in sentence case. Please try to use left aligned paragraphs wherever possible.

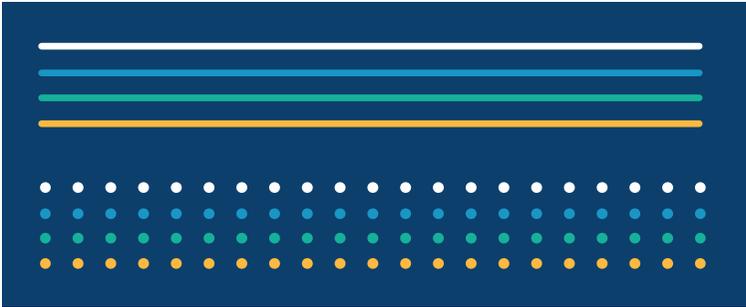
LINE STYLES FOR GRAPHIC DEVICES

Graphic devices include decorative elements used to embellish our materials. These are slightly different from the Elrha styled illustrations (see next page).



LIGHT BACKGROUNDS

When creating graphic devices against a white background: you are permitted to use the Elrha Primary Blue, Light Blue, Green and Yellow as both solid and dotted line strokes.



DARK BACKGROUNDS

When creating graphic devices against the Elrha Primary Blue you are required to replace all instances of the Primary Blue for white.

DESIGN EXAMPLES USING GRAPHIC DEVICES

OUR MISSION

To improve humanitarian outcomes through partnership, research and innovation.

OUR WORK

We work to achieve our vision through three streams of work.

- 1. ENABLING PARTNERSHIP**
We enable people to work effectively together on research and innovation programmes.
- 2. DRIVING RESEARCH & INNOVATION**
We invest in the highest quality research and innovation to address pressing humanitarian challenges.
- 3. TRANSFORMING PRACTICE**
We commit to sharing quality research and innovation within our stakeholder communities to improve humanitarian policy and practice.

We commit to sharing quality research and innovations to improve humanitarian policy and practice.

3. TRANSFORMING PRACTICE

Elrha builds and sustains relationships between those who produce and use research and innovation for humanitarian action. A nuanced understanding of the dynamics between key stakeholder communities, both within and outside of humanitarian policy and practice, contributes to the effective communication and uptake of promising ideas.

Through each of our programme we work to better understand and influence the multi-dimensional relationships between humanitarian research, innovation, policy and practice. This enables us to work with diverse stakeholders and to identify and enhance networks for sharing and developing new ideas and knowledge.

ELRHA WILL:

- Convene producers and users of humanitarian research and innovation around pressing challenges to share, learn and collaborate.
- Ensure all of our funded research is accessible, including to and users, both through open access conditions and by supporting research-for-practice translation.
- Provide practical tools and guidance to improve the communication of Elrha's supported projects and approaches.
- Work with our networks to actively disseminate research and innovations, supporting our funded partners to achieve updates, reports and tools.
- Capture the individual and collective impact of our research and innovation on addressing humanitarian challenges.

CASE STUDY

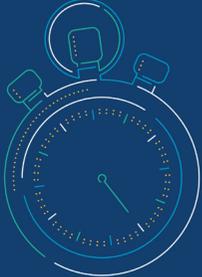
Elrha rapidly responds to emergencies supporting research.

DRIVING RESEARCH & INNOVATION

In the acute phase of an emergency there is often insufficient evidence on what interventions and types of support are most effective to save lives and reduce suffering. Elrha has created a mechanism that allows pre-approved research teams to respond in the first 48 hours of an emergency, enabling research to be undertaken when life-saving decisions matter most.

Our expertise in grant management, supported by our global network of humanitarian health researchers, meant we could immediately engage research teams to conduct studies addressing critical needs.

The research outputs were rapidly used in the response and informed policy and practice to ensure better preparation for future public health emergencies.




elrha

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@elrha

elrha

Partnership · Research · Innovation

KEY MESSAGES

elrha

Elrha is an initiative dedicated to improving humanitarian outcomes through partnership, research and innovation.



Elrha's Humanitarian Innovation Fund supports organisations and individuals to identify, nurture and share innovative and scalable solutions to the challenges facing effective humanitarian assistance.

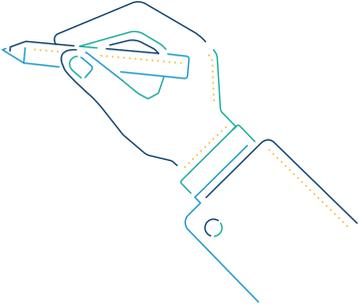
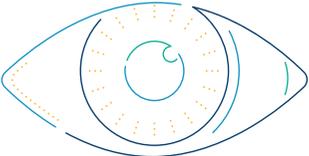
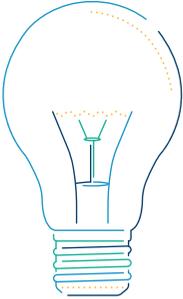
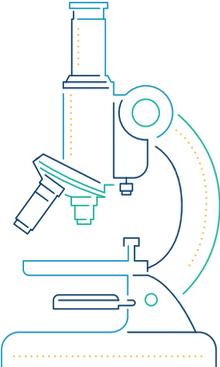


Elrha's Research for Health in Humanitarian Crises Programme aims to improve health outcomes by strengthening the evidence base for public health interventions in humanitarian crises.

USAGE

To be used in the main body of publications online and in print. Where appropriate to include more information about said programme and Elrha, a key message on Elrha will be included, with details of the donors of individual programmes (e.g. in notes to editors, ends of papers/referencing/footnotes.)

ILLUSTRATION STYLE



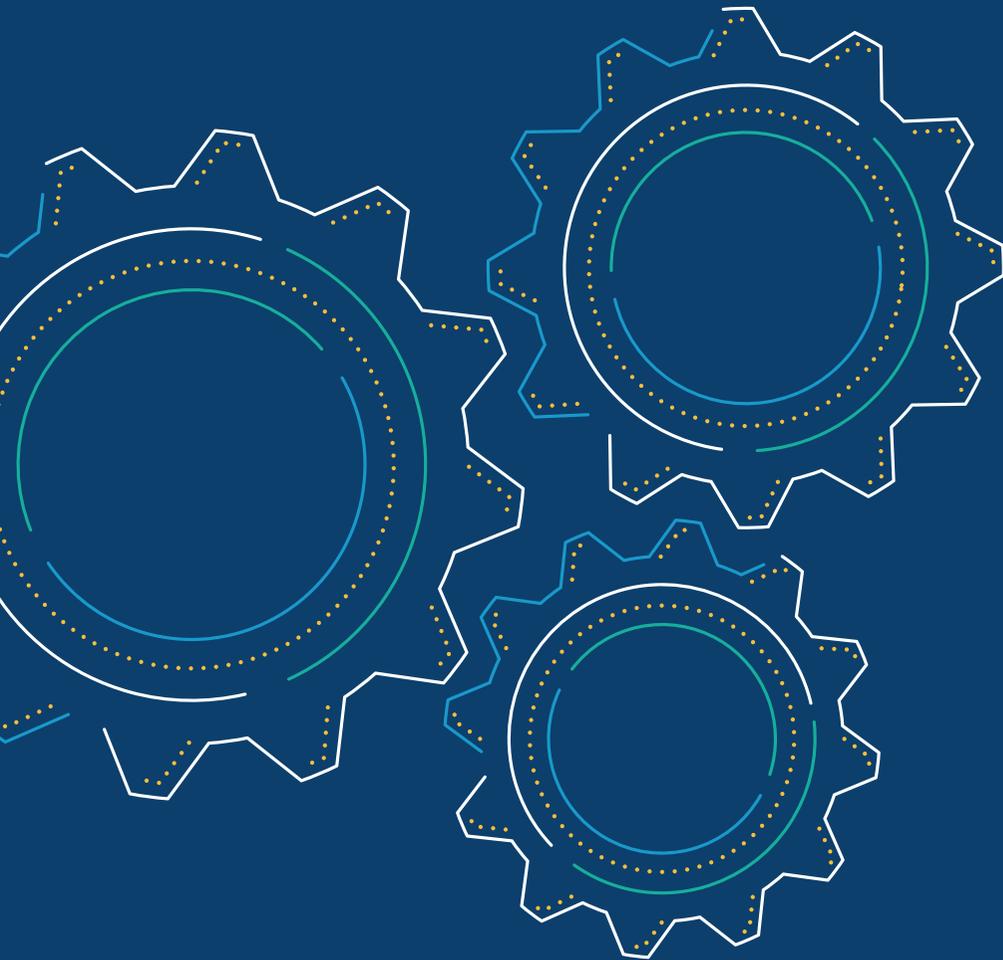
Elrha has a very specific and unique illustrative style developed from a combination of different coloured lines and dots.

Illustrations should be used when you need a visual aid in promotional materials, but a photograph is not appropriate or available. They should also be used for animations.

The illustrations reflect Elrha’s collaborative approach, by conveying different lines and colours coming together to form a final resolved image.

Please see above for some examples of previous Elrha style illustrations.

CREATING NEW ILLUSTRATIONS



If you are looking to create your own illustrations in the Elrha style please follow these rules:

- You may only use the Elrha Primary Blue (or white against Primary Blue backgrounds), Light Blue and Green as solid strokes.
- Dotted lines should only be in Elrha Yellow, and as accent detail.
- Try to balance the colours evenly.
- You should leave a small break between coloured lines so that no two colours touch.
- Create reasonably detailed designs with light stroke weights.

PHOTOGRAPHY GUIDELINES



Elrha has access to a library of imagery for usage in all print materials. Whether you use photography from this collection or from an appropriate external resource, it is important to choose impactful and inspiring images that evoke positive emotions.