

A large, abstract graphic on the left side of the page consists of several overlapping, curved bands in shades of white, teal, and lime green, creating a dynamic, swirling effect.

GFDRR Style Guide

November 2014



GFDRR
Global Facility for Disaster Reduction and Recovery

Logo



Primary Logo

This is the primary logo for GFDRR. It should be used on all publications, and never altered in any way, including stretching, re-coloring, adding color effects like drop shadows, etc. Do not place any foreground content within the dotted lines as seen around the logo above.



Dark Backgrounds

When appearing on dark colored backgrounds, the logo should appear in solid white (no grayscale shades on the globe).

Logo Don'ts

The primary logo should not be altered in any way, including stretching, re-coloring, adding color effects like drop shadows, etc.



Alternate Business Card

This is a basic 2-sided business card template. It contains the Sendai globe and GFDRR logo on one side, and contact information on the other.



Firstname Lastname

Official Title

Global Facility for Disaster Reduction and Recovery

email@worldbank.org

[tel:](tel:205.555.5555) 205.555.5555 [fax:](fax:205.555.5555) 205.555.5555

The World Bank 1818 H Street, NW Washington, DC 20433

.25" Margin

.25" Margin

.25" Margin

Name

Position

twitter: @GFDRR

t: 205.458.9562 f: 202.522.3227



E-mail Signature, Letterhead, and Press Release templates



November 10, 2014

RecipientTitle RecipientFirstName RecipientLastName
RecipientJobTitle
RecipientComp
RecipientAddress
RecipientFullAddress

Salutation

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum fermentum odio tempor purus consequat convallis. Mauris quam dolor, dictum sit amet venenatis id, aliquet nec eros. Proin rhoncus porta magna vel vehicula. Duis quis dapibus lacus. Proin at quam nec lacus pretium mollis vel vitae ligula. Vivamus finibus elit vel nisi porta varius. Sed vitae velit a risus porttitor accumsan. Aliquam eget rutrum libero, eu tempus urna. Quisque ut ipsum mi. Aliquam sed neque eu libero euismod feugiat. Maecenas et consequat dui.

Ut ultrices odio ut tellus consectetur, a luctus nisi auctor. Etiam placerat tincidunt leo, nec finibus felis eleifend non. Praesent ultrices lacinia erat, id sodales dolor volutpat et. Cras ut metus finibus, interdum dui eget, rhoncus eros. Morbi gravida ipsum nec nisl hendrerit, sit amet consectetur lacus commodo. Donec facilisis mattis velit, vel pulvinar libero lobortis ut. Cras semper ligula dui, id viverra felis iaculis sed. Phasellus id purus ex. Morbi facilisis non diam non sagittis. Suspendisse suscipit pharetra rhoncus. Nullam vulputate eleifend lectus et viverra.

Sincerely,

[name]
[title]
[organization]



Media Contact:

In Washington:
Shaela Rahman
(202) 458-0283
srahman@worldbank.org

Title of Press Release

WASHINGTON D.C., Month Day, Year – Content of press release.

“Quote,” said Rachel Kyte, World Bank Group Vice President and Special Envoy for Climate Change. “More of quote.”

More content.

About the Global Facility for Disaster Reduction and Recovery

The Global Facility for Disaster Reduction and Recovery (GFDRR) helps high-risk, low-income developing countries better understand and reduce their vulnerabilities to natural hazards, and adapt to climate change. Working with over 300 partners—mostly local government agencies, civil society, and technical organizations—GFDRR provides grant financing, on-the-ground technical assistance to mainstream disaster mitigation policies into country-level strategies, and a range of training and knowledge sharing activities. GFDRR is managed by the World Bank and funded by 21 donor partners.

Boilerplate/Rights and Permissions

About the Global Facility for Disaster Reduction and Recovery

The Global Facility for Disaster Reduction and Recovery (GFDRR) helps high-risk, low-income developing countries better understand and reduce their vulnerabilities to natural hazards, and adapt to climate change. Working with over 300 partners—mostly local government agencies, civil society, and technical organizations—GFDRR provides grant financing, on-the-ground technical assistance to mainstream disaster mitigation policies into country-level strategies, and a range of training and knowledge sharing activities. GFDRR is managed by the World Bank and funded by 25 donor partners.

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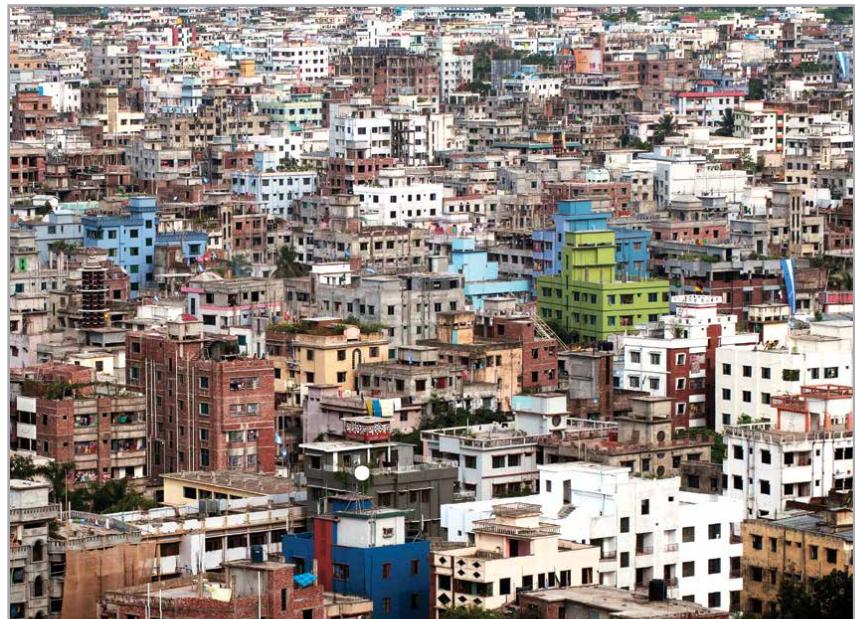
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Attribution—Please cite the work as follows: Haklay, M., Antoniou, V., Basiouka, S., Soden, R., and Mooney, P. 2014, Volunteered Geographic Information in Government, Report to GFDRR (World Bank), London License: Creative Commons Attribution CC BY 3.0.

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Example Publications

The following pages contain images (scaled to fit) of publication examples for GFDRR. Each example also includes some specific typography and page margin and spacing guidelines.



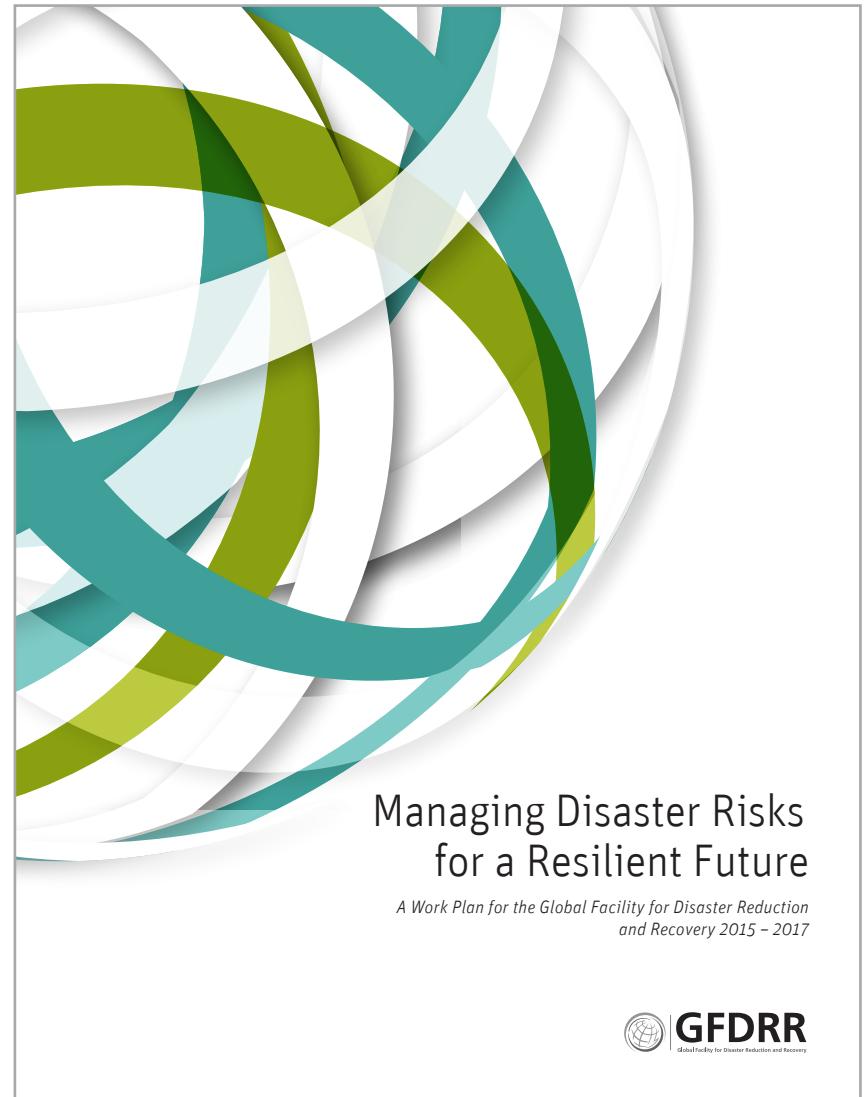
UNDERSTANDING RISK IN AN EVOLVING WORLD

A Policy Note

GLOBAL FACILITY FOR DISASTER REDUCTION AND RECOVERY

Publication template covers

The top of the publication cover is reserved for large imagery of any sort, be it a photograph (recommended), or illustration. If necessary, one of 3 globe illustrations may be used.



Managing Disaster Risks for a Resilient Future

*A Work Plan for the Global Facility for Disaster Reduction
and Recovery 2015 – 2017*

 **GFDRR**
Global Facility for Disaster Reduction and Recovery

Publication template

Here are some of the basic type and layout guidelines for the InDesign publication template.

Chapter Title header
Unit Light 32pt

Chapter Subtitle
Unit Regular 20pt

Header 1
Unit Light 18pt

Subheader 1
Unit Medium 11pt

Header 2
Unit Medium 12pt

Basic Paragraph
Unit Light 12pt
14.4pt leading
+6pt space after paragraph

Chapter Title Here

Chapter Subtitle Here

Header 1
Smaller descriptive subhead appears like this if you choose to use one. *Abullabus*, num in ducer emquame tere am virtum.

Abullabus, num in duceremquame tere am virtum omne notiam ditiliam nons idintio. etrum nontia modius publis audemquempl. Ellerun trobse atus sulus coentrus, intiontemus et? Quam, Caturio, ses senihilam forei sentemus su intemus vit quondam audeat vere cati, Patodica dees. Bate adduc intia ego ius, cemus, niurnum opultus cum me tro Catus mante andius hae consulego teritem in vis, cus imius, Ximhi, deps, num Romaxim enique acio mertisu ssenqua deatque. Ellerun trobse atus sulus coentrus, intiontemus et? Quam, Caturio, ses senihilam forei sentemus su intemus vit quondam audeat vere cati, Patodica dees? Bate adduc intia ego ius, cemus, niurnum opultus cum me tro Catus mante andius hae consulego teritem in vis, cus imius, Ximhi, deps, num Romaxim enique acio mertisu ssenqua deatque. Ellerun trobse atus sulus coentrus, intiontemus et?

Header 2
Abullabus, num in duceremquame tere am virtum omne notiam ditiliam nons idintio, etrum nontia modius publis audemquempl. Ellerun trobse atus sulus coentrus, intiontemus et. Quam, Caturio, ses senihilam forei sentemus su intemus vit quondam audeat vere cati, Patodica deesasfasdfasdf? Bate adduc intia ego ius, cemus, niurnum opultus cum me tro Catus mante andius hae consulego teritem in vis, cus imius, Abullabus, num in duceremquame tere am virtum omne notiam ditiliam nons idintio, etrum noeessadfasdfasdf? Bate adduc intia ego ius, cemus, niurnum opultus cum me tro Catus mante andius hae consulego teritem in vis, cus imius, Ximhi,deps, num Romaxim enique acio mertisu ssenqua deatque. Ellerun trobse atus sulus coentrus, intiontemus et?

SIDE BAR HEADER
Lorem ipsum dolor sic amet, etrum noeessadfasdfasdf? Bate adduc intia ego ius, cemus, niurnum opultus cum me tro Catus mante andius hae consulego teritem in vis, cus imius, Abullabus, num in duceremquame tere am virtum omne notiam ditiliam nons idintio, etrum noeessadfasdfasdf? Bate adus publis audemquempl. Ellerun trobse atus sulus coentrus, intiontemus et? Quam, Caturio, ses senihilam forei sentemus su intemus vit quondam audeat vere cati, Patodica dees. Bate adduc intia ego ius, cemus, niurnum opultus cum me tro Catus mante andius hae consulego teritem in vis, cus imius, Ximhi,deps, num Romaxim enique acio mertisu ssenqua deatque. Ellerun trobse atus sulus coentrus, intiontemus et?

Document Title 11

1.75" Inside Margin

.5" Outside Margin

1"

Sidebar-box (Object Style)
.125" text wrap

Sidebar-body (Paragraph Style)
Unit Regular 10pt
Leading 12pt

Sidebar-header (Paragraph Style)
Unit Bold Italic 12pt
All Caps

Margin Notes
Unit Medium 8pt
Leading 8pt

GFDRR on Risk Identification

GFDRR supports the development and deployment of innovative and collaborative risk identification solutions to improve the availability of relevant risk information for policymakers, communities, and other stakeholders.

Why Risk Identification Matters

Recognizing, assessing, and understanding risks from natural hazards and climate change are the first steps toward reducing their adverse effects. With access to comprehensive disaster risk information, policymakers and the public can better understand the potential impacts of natural hazards, and carry out risk-sensitive planning and investment before a disaster strikes.

What We Do

GFDRR supports the development of risk identification tools and methodologies to help governments, communities, and private actors to collect, analyze, communicate, and apply risk information effectively.

- Community Mapping through Collaborative Tools

Community participation in mapping can create information quickly and accurately on critical infrastructure, such as roads and schools, and mobilize ordinary people interested in improving their communities' resilience. With support from GFDRR, community mapping initiatives have been successfully deployed in Haiti, Indonesia, Nepal, and Sri Lanka, with more than a dozen countries requesting assistance for similar projects. In Nepal alone, structural data has been collected for over 2,250 schools and 350 health facilities.

The success of community mapping projects and other open data initiatives inspired a new partnership, Open Cities, that aims to harness open data to find innovative solutions for urban planning and resilience challenges across South Asia. A publication documenting the design and implementation of Open Cities mapping projects was released in October 2014.

- Sharing Risk Information through GeoNodes

GFDRR supports the development and deployment of GeoNodes in more than 40 countries. This web-based open source platform makes it easier to create, share, manage, and publish geospatial data. Users with little training can create interactive maps without the prohibitive costs of proprietary geospatial

Over
100 million
people in 50 countries gained
improved access to risk information
through GFDRR-supported national
and regional geospatial data sharing
platforms since 2010.

software. Since the development of the tool by GFDRR and partners, GeoNodes have been used in fields beyond disaster risk management, and more than 50 GeoNode platforms have been deployed by partners around the world. In FY2014, GeoNodes were launched in Malawi and Sri Lanka, among others.

- Facilitating Risk Assessments

GFDRR has facilitated the development of risk information in more than 60 countries. Most notably, analyses of national and sub-national risks from floods and earthquakes were undertaken for 40 European and Central Asian countries, in which GFDRR secured access to risk analytics that were substantially below market rate and could be undertaken within a period of less than six months. For a school safety project in Armenia, GFDRR identified Armenian expatriate engineers, who leveraged their expertise and knowledge of local languages and cultures to train local engineers. In the Africa region, GFDRR is facilitating risk assessments and providing technical assistance to client countries in the Indian Ocean Islands, with plans to scale up this leadership to other regions.

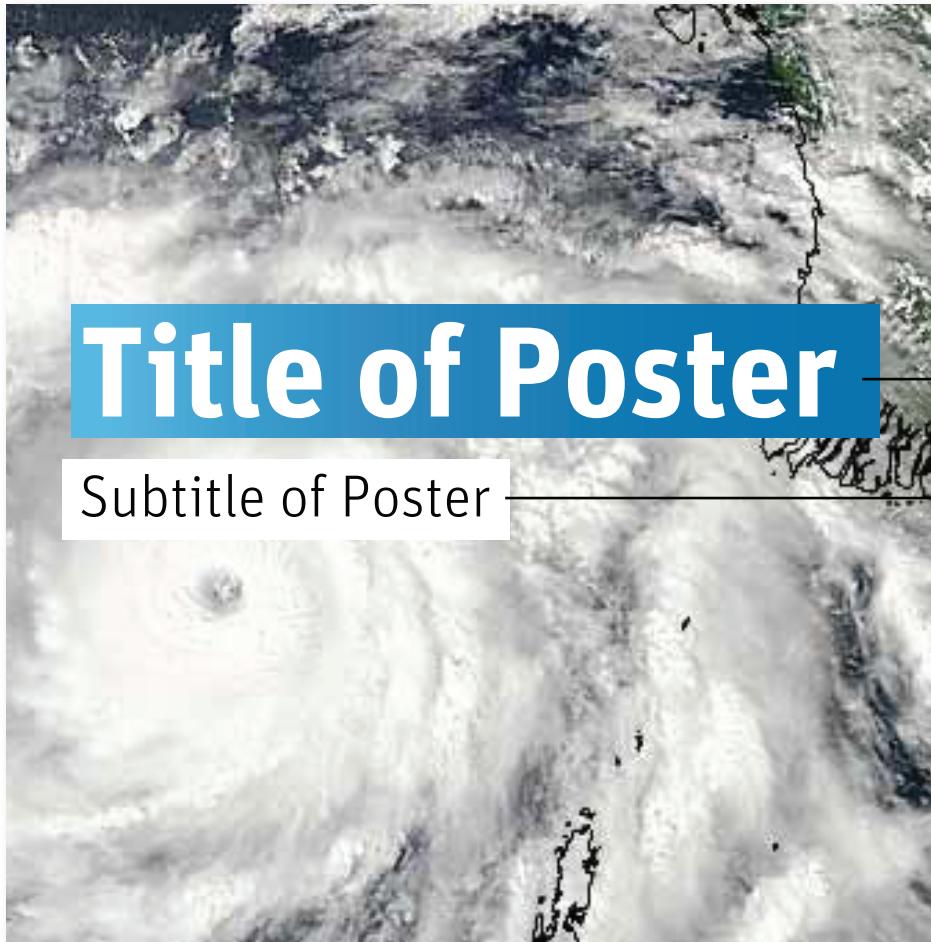
- Supporting Ex-Post Disaster Assessments

The Spatial Impact Assessment (SIA) team uses risk information, primarily satellite imagery and



Brochure/handout template

Here is basic structure for a one-page handout on the Risk Identification.



Title of Poster

Subtitle of Poster

Relevant primary content.

Ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Secondary Content

Ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Poster

Here is basic structure for a poster. It is used as an example of a GFDRR branded poster, but not as a mandatory template. Change, edit, and adjust as content demands.

White box underneath blue headline box.

Subheadlines or other content should appear in black in this box.

White headline text inside of a one-line height blue gradient box. This effect may be used sparingly for headlines on pieces where a photo takes up a large amount of space.

Secondary Content could include dates, addresses, contact information, or any other relevant information.

Logo

Use the vertical bar in the logo as a guide to line up secondary content and blue bar.

Stories of Impact

Stories of Impact pieces use Lintel as the primary typeface rather than Unit. They also feature a different primary color for each region.

Lintel Regular
Lintel Heavy
33pt
30pt leading

Camelia Italic
14pt
15pt leading

Lintel Medium
26pt
28pt leading

.5" Margin

.625" Margin

Stories of Impact

A series highlighting achievements in disaster risk management initiatives

Disaster Planning Pays Off in Odisha, India

RESULTS & ACHIEVEMENTS

- Nearly one million coastal residents were relocated in a massive evacuation effort ahead of Cyclone Phailin, partly enabled by the NCRMP-funded shelters and emergency roadways, as well as frequent mock drills and extensive community-level preparation on behalf of the OSDMA.
- Successful disaster risk management initiatives, some involving GFDRR support, enabled a 99.6% reduction in fatalities from a comparable cyclonic storm system 14 years prior.
- Under NCRMP, Odisha and Andhra Pradesh are adding 1,000km of new evacuation roads, 23 bridges to better connect communities, 285 new cyclone shelters, and 140km of improvements to existing coastal embankments.
- GFDRR has contributed \$270,000 since 2011 to help implement the National Cyclone Risk Mitigation Project (NCRMP) in Odisha and Andhra Pradesh, improving early warning systems, building risk mitigation infrastructure, and increasing capacity for vulnerability assessment.

REGION: SOUTH ASIA
COUNTRY: INDIA
FOCUS AREA: RESILIENT RECOVERY

Cyclone Phailin, the strongest cyclone in nearly a decade and a half, made landfall in Odisha, India on October 12, 2013, with a Category 4 rating. Three-meter storm surges and sustained wind speeds of well over 200 kilometers per hour battered the coastline for hundreds of kilometers. But amazingly, fewer than 50 lives were lost—a dramatic reduction from historical precedents.

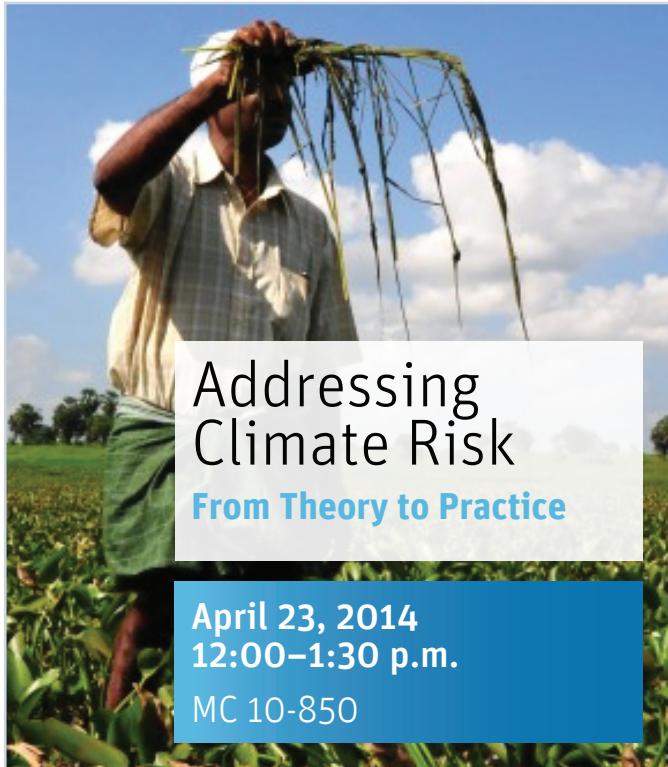
The limited loss of life was largely due to effective disaster risk management and preparation by the Government of Odisha, along with support organizations, which enabled a massive evacuation of residents from vulnerable coastal areas. The World Bank and the Global Facility for Disaster Reduction and Recovery (GFDRR) are supporting the strengthening and scaling up of these efforts through the National Cyclone Risk Mitigation Project (NCRMP).

GFDRR THE WORLD BANK



BBL email invite

This combination of image and HTML can be used as an email invite.



ABSTRACT

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

The Sri Lanka Climate Resilience Program

OPENING REMARKS

Firstname Lastname
Sector Director
Latin America & the Caribbean Region (LAC)

SPEAKERS

Firstname Lastname
Official Working Title (SAR)

CHAIR

Firstname Lastname
Sri Lanka Country Director
South Asia Region (SAR)



A light lunch will be served.

CLICK to RSVP and add this event to your calendar

Powerpoint Template

The Powerpoint template is extremely simplified since so many people without graphic design capabilities or access to the correct fonts or assets will be using it on a daily basis.



GFDRR Two column header

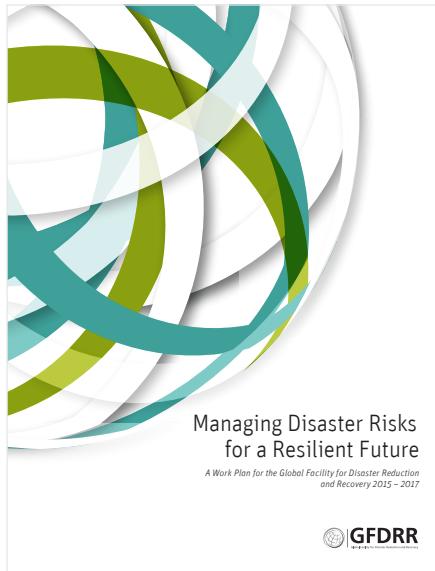
Heading 1

- Open Data for Resilience
- Safer Schools Initiative
- Resilient Cities
- Climate Resilience
- Hydromet Services
- Disaster Risk Financing
- Post Disaster Assessments
- Recovery Framework

Heading 2

- Japan-World Bank DRM Program
- ACP-EU DRM Program
- Callable Funds Programs
- HFA/SDG, OECD Marker, COP, G20, G8, Global and Regional Platforms, etc.

CG Meetings



NORWEGIAN MINISTRY OF FOREIGN AFFAIRS

GFDRR
Global Facility for Disaster Reduction and Recovery

GFDRR Fall 2014 Consultative Group Meeting
29-30 October 2014
Venue: World Bank Headquarters - Washington, D.C.

DAY 1 – Wednesday, October 29, 2014

8:00 - 8:55	Coffee and Registration
9:00 - 9:10	Welcoming Remarks by James Close, Director, CCGVP, World Bank
	Opening Remarks by Kåre Stornark, DDG, MOFA, Norway (including welcoming new members)
9:10 - 9:40	Overview of Progress Since Fall 2013 CG (including update on thematic initiatives)
	Presenter: Francis Ghesquiere, Head of GFDRR Secretariat, Manager, DRM Practice Group, WB Chairred by: WB
9:40 - 10:25	Recovery Framework and Institutionalization (including a roundtable from the 2nd World Reconstruction Conference - 15 minutes presentation and 30 minutes discussion)
	Presenter: Track III Team with partners Chairred by: Norway
10:25 - 11:00	Disaster and Climate Resilience in the Post-2015 Development Frameworks – IFAD and SDGs – The Story So Far and the Way Ahead (10 minutes presentation and 25 minutes discussion)
	Presenter: UNISDR and Track I Team Chairred by: WB
11:15 - 12:15	Small Island Developing States Initiative (15 minutes presentation, 45 minutes discussion)

The background of the slide features a photograph of the United States Capitol building at night, with its dome illuminated against a dark sky.

Fall 2014
Consultative Group
Meeting

Washington, D.C.
October 29-30, 2014

GFDRR MEMBERS

A grid of flags representing the member countries of the Global Facility for Disaster Reduction and Recovery.

GFDRR PARTNERS

A grid of logos for various partner organizations, including UNISDR, World Bank Group, and others.

*Reducing Vulnerability
to Natural Hazards*

www.gfdrr.org



Special Programs

Most special programs have their own branding, such as Understanding Risk, ACP-EU, Safe Schools, World Reconstruction Conference, etc. It is important that, whenever possible, GFDRR is visible as a lead partner/organizer. Here are a few examples.

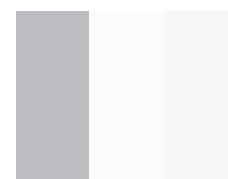
Color

Black and Blue

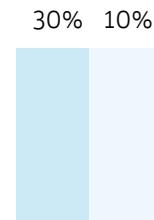
Black and blue are the two primary colors in the GFDRR system. Black should be used for the vast majority of typography and information, while blue should be sparingly used to call attention to new sections or highlight a particular item.



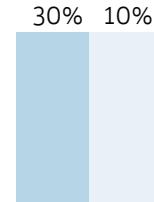
**R 255 C 0
G 255 M 0
B 255 Y 0
K 100**



**R 90 C 60
G 184 M 10
B 222 Y 5
K 0**



**R 0 C 90
G 115 M 50
B 173 Y 10
K 0**



Pillar Colors

Each GFDRR pillar has its own color ‘code.’ This color should essentially take the place of GFDRR blue on a given publication, and should be the sole color on a given page if possible. This keeps the ‘rainbow’ effect from taking shape.



Gradient

The dark blue / light blue gradient can be used for backgrounds and graphic boxes.

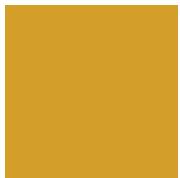


GFDRR Alternative Color Palette

These are some alternative, secondary colors which may be used in GFDRR documents.



R 92 **C** 67
G 49 **M** 100
B 96 **Y** 30
 K 10



R 199 **C** 0
G 147 **M** 28
B 22 **Y** 100
 K 18



R 190 **C** 0
G 139 **M** 30
B 94 **Y** 62
 K 18



R 211 **C** 0
G 200 **M** 4
B 157 **Y** 30
 K 11



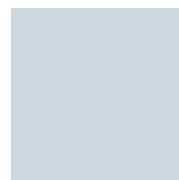
R 105 **C** 49
G 145 **M** 0
B 59 **Y** 100
 K 39



R 234 **C** 0
G 113 **M** 61
B 37 **Y** 97
 K 0



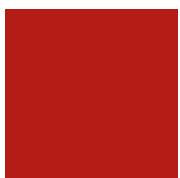
R 16 **C** 82
G 100 **M** 0
B 112 **Y** 28
 K 52



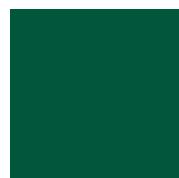
R 197 **C** 68
G 211 **M** 1
B 215 **Y** 0
 K 13



R 255 **C** 0
G 200 **M** 24
B 46 **Y** 94
 K 0



R 156 **C** 0
G 48 **M** 95
B 34 **Y** 100
 K 29



R 0 **C** 98
G 86 **M** 0
B 67 **Y** 72
 K 61

Fonts

FF Unit

Unit is the primary typeface of the GFDRR graphic system. It should be used whenever possible, with very few exceptions. It includes cuts of Light, Regular, Medium, and Bold, with italics and a thorough language support family.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Alternate Fonts

In cases when Unit is not available, Cambria or Lintel may be used as alternatives.

Cambria

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Freight Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lintel

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

* Lintel was used on some earlier GFDRR materials. It may be used on future materials that are part of those campaigns.

Pillar Icons

Each of the 5 GFDRR pillars has its own corresponding icon and color pair. As mentioned in the Color section, the pillar's color should essentially replace the GFDRR blue on its respective publication, and the colors should be used together as little as possible so there is no multi-color rainbow effect on GFDRR materials.



Risk Identification



Risk Reduction



Preparedness



Financial Protection



Resilient Reconstruction



**R 255
G 56
B 74
C 0
M 90
Y 67
K 0**



**R 255
G 87
B 16
C 0
M 80
Y 100
K**



**R 255
G 231
B 74
C 2
M 4
Y 82
K 0**



**R 255
G 201
B 74
C 0
M 21
Y 81
K 100**



**R 97
G 95
B 201
C 70
M 70
Y 0
K 0**



**R 60
G 95
B 201
C 80
M 67
Y 0
K 0**



**R 140
G 190
B 93
C 50
M 5
Y 84
K 0**



**R 175
G 211
B 124
C 35
M 0
Y 68
K 0**



**R 27
G 205
B 225
C 65
M 0
Y 14
K 100**



**R 151
G 213
B 203
C 40
M 0
Y 24
K 0**

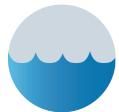
Other Graphic Assets

Disaster Icons

The icons can be used in presentation and literature when referring to a particular type of natural disaster. The circular shape is in keeping with the circular icon theme set up by the Pillar icons. Many more disaster icons can be added into the system, but be sure to follow the general structure of: **Gray circle > Simple Blue illustration**



Earthquake



Flood



Mudslide



Cyclone / Hurricane



Tornado



Drought



Volcano

Map/Photo/Graphic callouts

Simple black boxes with triangular protruding arrows can be used as callout boxes atop maps, photographs, or other charts or graphics.



2007
Cyclone Sidr

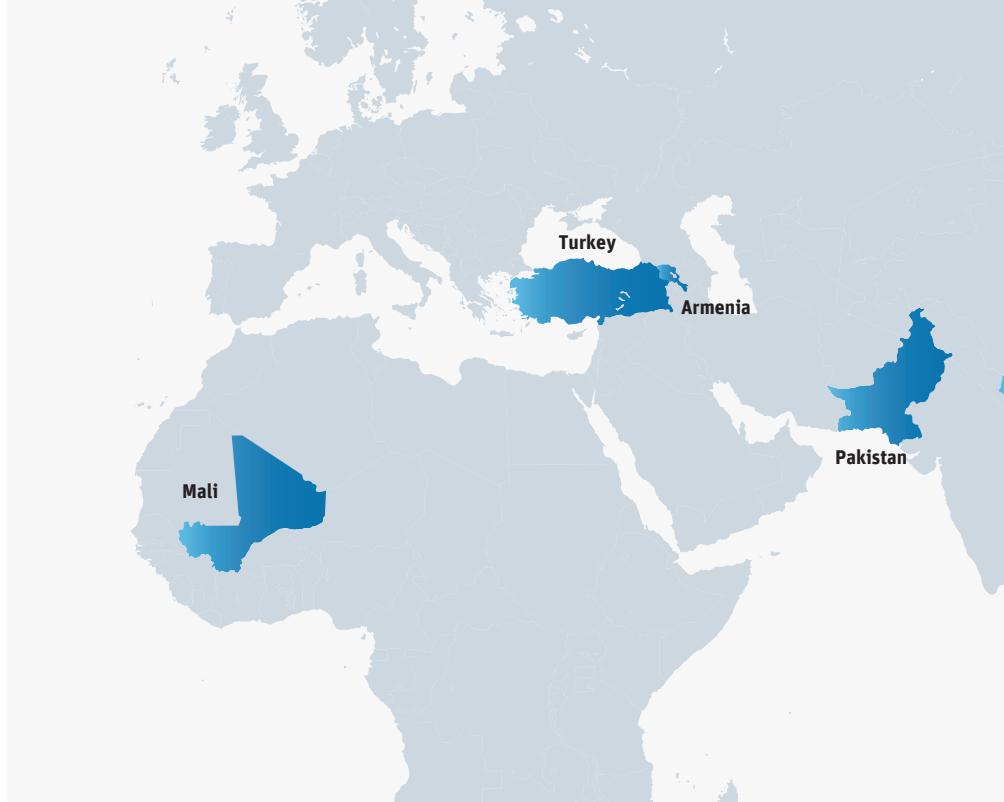
2008
**Szechuan
Earthquake**

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Maps

Simple World Map

Label maps only as thoroughly as necessary. If the map calls only for a country or a few countries to be highlighted, simply give those countries a blue gradient (or any other GFDRR brand color) while graying out the rest. The background (water) area can be either white or a light 3% gray.



More Complex World Maps

Add complexity to a map as much as necessary, but keep GFDRR style rules in mind as you do so. Weight hierarchies of the Unit type family are helpful for labeling cities vs. countries. The map to the right shows how other countries and cities can be called out surrounding one highlighted country.



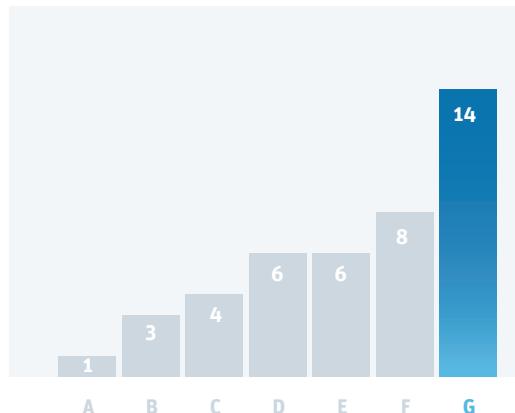
Local / Regional Maps

There are no specific graphic guidelines for small-scale local or regional GFDRR maps right now. But consider the standards set by these world maps, and keep simplicity always at the forefront.

Charts and Graphs

As Simple as Possible

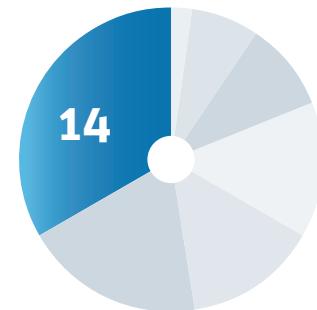
Like the maps, it's recommended to strip away as much unnecessary information as possible from charts and graphs. If you a point can be made simply using GFDRR blue and shades of gray, then that's all that should be used. Only add more colors when more colors are needed to distinguish between data points.



This **bar graph** is perhaps too simple for some uses, but its graphic sparsity keeps the focus on the important information, while remaining visually simple and in line with GFDRR's style.



This **Venn diagram** is built from the subtle gradient colors of the Pillar icons. They are set to Multiply so there is a darkening effect when they overlap.



This **pie chart** again shows how simple shades of gray along with a bold blue GFDRR gradient can highlight information without complicating the subject.

Questions or File Access

If you have any questions or need access to any GFDRR brand files, please contact Jon Walton at
jwalton@worldbank.org