

VISUAL BRAND GUIDE



A toolkit for bringing the WFP brand to life

October 2025 / Version 6.0

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LOGOTYPES

The corporate logotype

WFP has two logotypes: the **corporate logotype** and the **supporter logotype**. Both are available in various formats, languages and colours, to be used according to specific information provided in this guideline.

The corporate logotype is the **WFP official logotype**, the most identifiable visual component of the WFP brand, and must be incorporated in all visibility and communications materials.

Always use the official logo files provided in the Multimedia Hub and **DO NOT ATTEMPT TO RECREATE THE WFP LOGO.**



Vertical

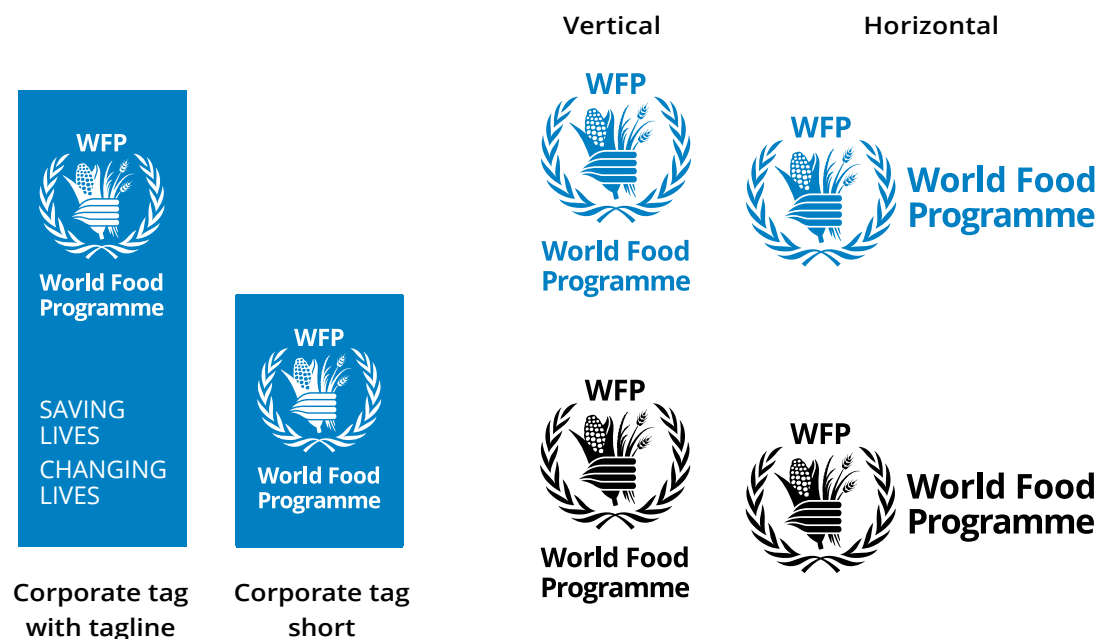


Horizontal

The WFP corporate logotype is a key element of our brand. It should be used **primarily in WFP Blue or reversed out in white**. The logo is available in black for exceptional use in designs where you cannot use blue. Specifications on WFP Blue for print and screen use are available in the [WFP colour palette section](#).

[Click here](#) to download the corporate logotype family.

When choosing which WFP logotype to use, consider which one will be most comfortable and legible in the space available.



The WFP corporate logotype is available in all four official languages (English, French, Spanish and Arabic). It is also available in Chinese, Japanese, Portuguese, Russian, Romanian and Ukrainian.

Also, consider the smallest size audiences can view the logo. Minimum height: 15mm/56px for vertical, 10mm/50px for standard.

Vertical



Horizontal



Multilingual



The WFP corporate tag

The WFP corporate tag is a graphic element used as a distinguishing, easily recognizable feature of the WFP brand. It acts as a container for the logotype and WFP's tagline.

It can be used on various materials, including publications, posters and more.

[Click here](#) to download artwork for the WFP corporate tag.

Corporate tag with tagline



The WFP corporate tag - short version

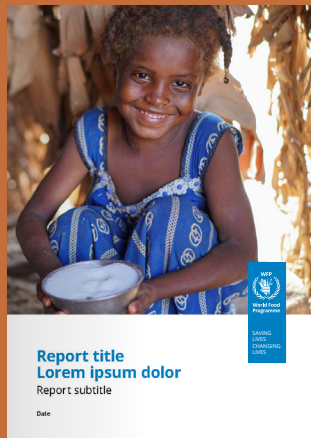
The WFP corporate short tag is for use when space is limited, where use of the tagline is not required or when the addition of WFP Blue primary colour to our designs is important to enhance brand recognition.

[Click here](#) to download artwork for the WFP corporate short tag.

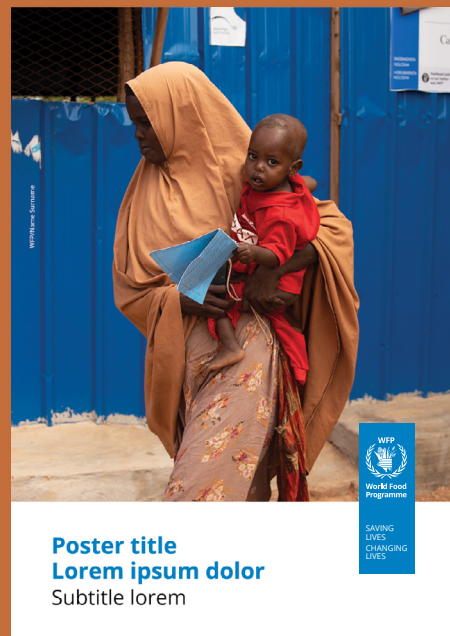
Corporate tag short



Corporate tag application examples



Report A4



Poster A3



Vertical screen



Rollup banner 85x200cm

The UNWFP supporter logotype

The supporter logo has been created for use on specific external facing channels.

It should **ONLY** be used on WFP social media content and on fundraising platforms.

[Click here](#) to request access to the UNWFP supporter logotype via the Multimedia Hub.

Vertical _____ Minimum height: 15mm/56.6px



Horizontal _____ Minimum height: 10mm/50px



The UNWFP supporter tag

The UNWFP supporter tag acts as a container for the logotype and WFP's tagline. It is a graphic element used as a distinguishing, easily recognizable feature of the WFP brand.

It should **ONLY** be used on content created for WFP social media accounts and on fundraising platforms.

Do not attempt to recreate the tag. [Click here](#) to request access to the UNWFP supporter tag via the Multimedia Hub.

Supporter tag with tagline



The UNWFP supporter tag - short version

The UNWFP supporter tag - short version - is for use where space is limited, to increase the legibility of the WFP logotype or add WFP Blue primary colour to the design to enhance brand recognition.

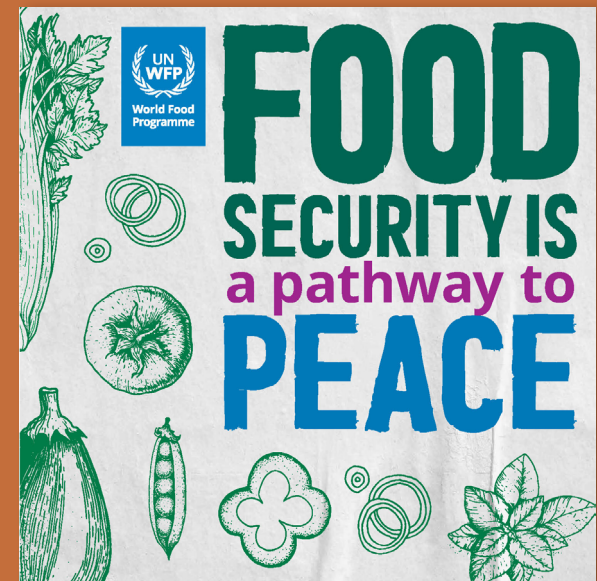
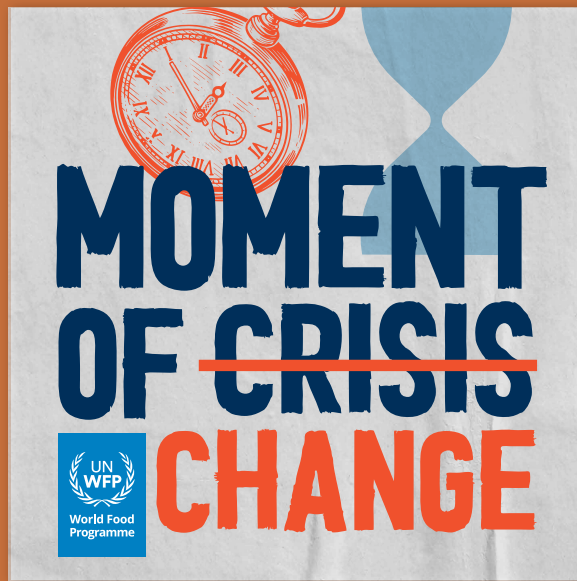
It should **ONLY** be used on content created for WFP social media accounts and on fundraising platforms.

Do not attempt to recreate the tag.
[Click here](#) to request access to the UNWFP supporter tag - short version via the Multimedia Hub.

Supporter tag (short)



Supporter tag application examples



Social media posts

Minimum spacing

The space around a logo contributes to the logo's legibility. The minimum clear space between a logo and any other element (text, photos, illustrations) is called the minimum area.

The minimum area for the WFP logo, in its various compositions, is equivalent to half the width of the emblem. This distance is used to calculate the minimum clear space on all four sides of the logo.

Where possible, however, try to allow more space. The minimum area for the WFP acronym, when used alone, is equivalent to the height of the letter W.

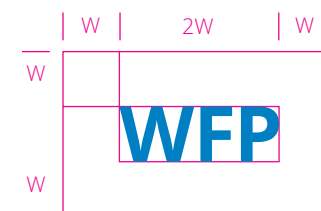
Corporate tag



Corporate logotype



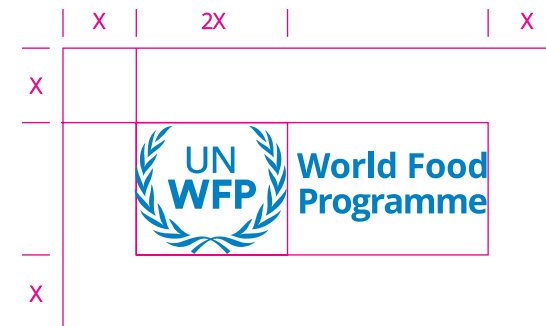
Acronym



Supporter tag - short version



Supporter logotype



Incorrect use of logotypes The examples illustrate how incorrect use dilutes and/or degrades WFP's visual identity and show how **NOT** to use the WFP logotype.

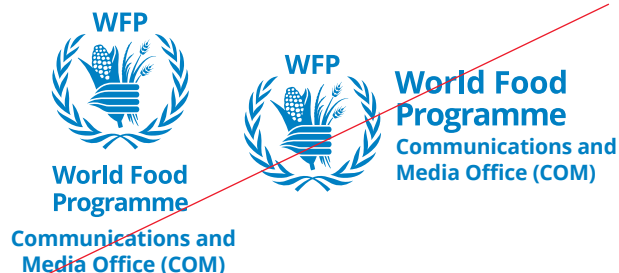
Do not reproduce the logotype in the **wrong colour**.



Do not change the **typeface** of the logotype.



Do not add **division/ project names** to the logotype and create new logotype variants.



Do not change the **proportions** of the elements within the composition.



Do not reduce the **legibility** of the logotype.



Do not use the **emblem** without the full wording of the logotype appearing in the same context.



Do not use the **WFP acronym** as a substitute for the WFP logotype.



Do not use the **UNWFP logotype** on anything other than **social media** and **fundraising platforms**.



Do not use the **corporate logotype** on **social media** and **fundraising platforms**.



Do not use **obsolete or old versions** of the WFP logotype.



Do not attempt to recreate any of the WFP logotypes, use **ONLY** the official versions available on the Multimedia Hub.

Using the WFP acronym

The WFP acronym is used globally, and **must not be translated into language versions** e.g PAM or PMA).

This guidance is valid both where the acronym forms part of the WFP emblem and within editorial copy in other languages other than English.



The acronym by itself should only be used in specific circumstances where the upmost simplicity and immediate recognition are necessary, for example in very small spaces such as browser tabs (favicon), very large areas such as warehouse roofs or staff visibility clothing. In all other cases the regular WFP logo should be used.

The acronym should be reproduced only in WFP Blue on a white background or in white on a WFP Blue background. [Click here](#) to access the primary colour palette, containing specifications for WFP Blue for print and screen use.

[Click here](#) to download the acronym artwork file from the Multimedia Hub.



Divisional tag templates

To maintain the integrity and strength of the WFP brand, the creation of sub-brands is strictly prohibited, as they dilute overall brand cohesion. This includes the use of ad hoc logos that fall outside WFP's established brand guidelines and the creation of logo lockups with the WFP logotype.

To support differentiation while upholding brand integrity, a standardized suite of division/office tag templates has been developed, enabling divisions and offices to incorporate their names with clarity and consistency across all platforms and materials.

Name of division/office



Single line tag template

Name of
division/office



Double line tag template

Name
of division/
office



Triple line tag template

Do not lock up
the tag with
the WFP logotype.
Never attempt to
re-create your
division or office
tag—always use the
official templates
provided.

Use the templates to create your division/office tag

[Click here](#) to download the available templates in Microsoft PowerPoint.

We do not encourage the use of taglines **across divisions and offices.**

TEMPLATES		RECOMMENDED USAGE	EXAMPLES	
SINGLE LINE	Name of division/office —	Use this version to create your division/office name tag ONLY when the name's length is short. This version is recommended to be used ONLY in cases where height is limited (e.g. web pages).	Multimedia Hub —	Workday —
DOUBLE LINE	Name of division/office —	This version is recommended to be used ONLY in cases where width is limited and the name is long. Note that locking up the divisional tag with the WFP logotype is prohibited.	Multimedia Hub —	Innovation Division —
TRIPLE LINE	Name of division/office —	This version is recommended to be used ONLY in cases where the width is limited and the name is very long. Note that locking up the sub/divisional tag with the WFP logotype is prohibited.	Private Partnerships Division (PSP) —	Wellness and Culture Division (WEL) —

USAGE & APPROVAL

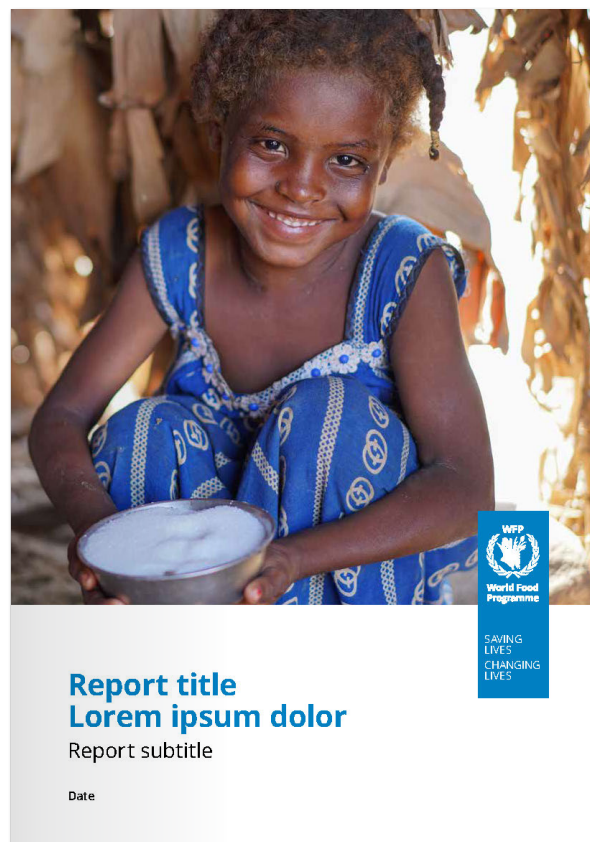
Division/office tags are strictly for internal use and must not appear on external-facing materials. For approval, contact the Creative, Content and Branding team at hq.creativecontent@wfp.org when creating a divisional tag.

Examples provided show how you can integrate the tag into various communications materials.

Use the publications templates available that include a dedicated area where you can place your division/office tag as an image when exporting from Microsoft PowerPoint template.

[Click here](#) to download the division/office templates from the Multimedia Hub.

Report template A4 cover



Back cover



Factsheet 4 pages template A4 cover





World Food Programme

SAVING LIVES
CHANGING LIVES

Fact sheet title

Lorem ipsum dolor

Harcim eum laboreris doluptae et inciates moluptati ipis volupta ectatur, omniendam facestis doluptas aut et laccum, tem accatem est qui ommodicpus as eatis dolenimus exersped mi, tem quam simolecus mi, omni reptaeperro quiaasi minveni enient.

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Date

Back cover

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Photo page 1: WFP/Name Surname
Photo page 1: WFP/Name Surname

TYPE OF EVENT

Wellness and Culture Division (WEL)

Poster Title Lorem ipsum dolor sit amet consectetur elit

Date/ Time/ Location

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril dele-

Registration information - xxxxx@wfp.org

Information poster A3





World Food Programme

SAVING LIVES
CHANGING LIVES

Wellness and Culture Division (WEL)

Poster Title Lorem ipsum dolor sit amet consectetur elit

Date/ Time/ Location

Registration information - xxxxx@wfp.org





World Food Programme

SAVING LIVES
CHANGING LIVES

Presentation title

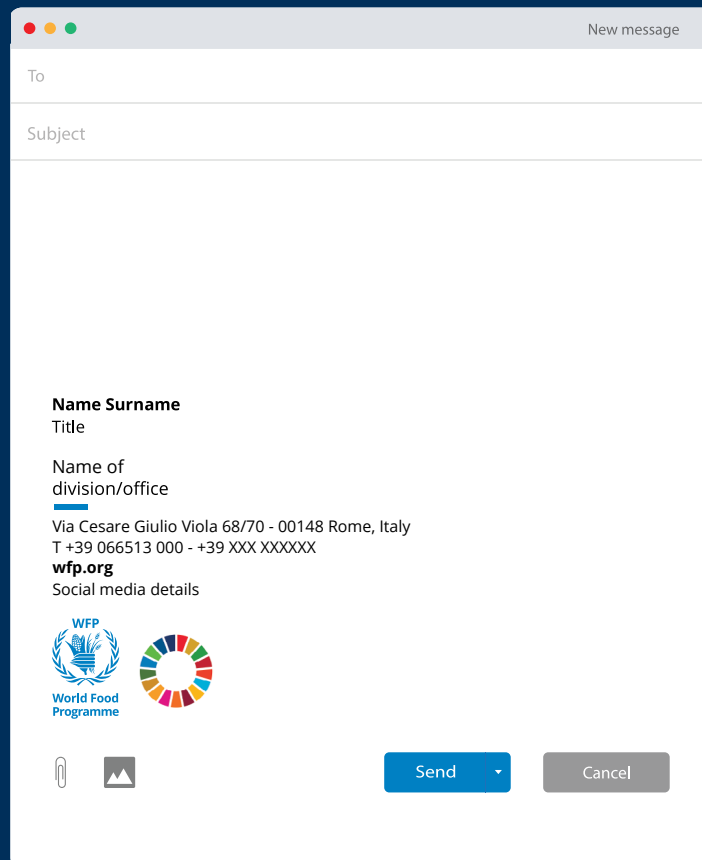
Subtitle lorem ipsum

Wellness and Culture Division (WEL)

Date

[Click here](#) to download the e-mail signature template from the Multimedia Hub available in Microsoft Word. Revise with your credentials and copy and paste on Outlook as your signature in settings.

E-mail signature



The screenshot shows a 'New message' window with a signature block. The signature includes the following text:

Name Surname
Title

Name of division/office

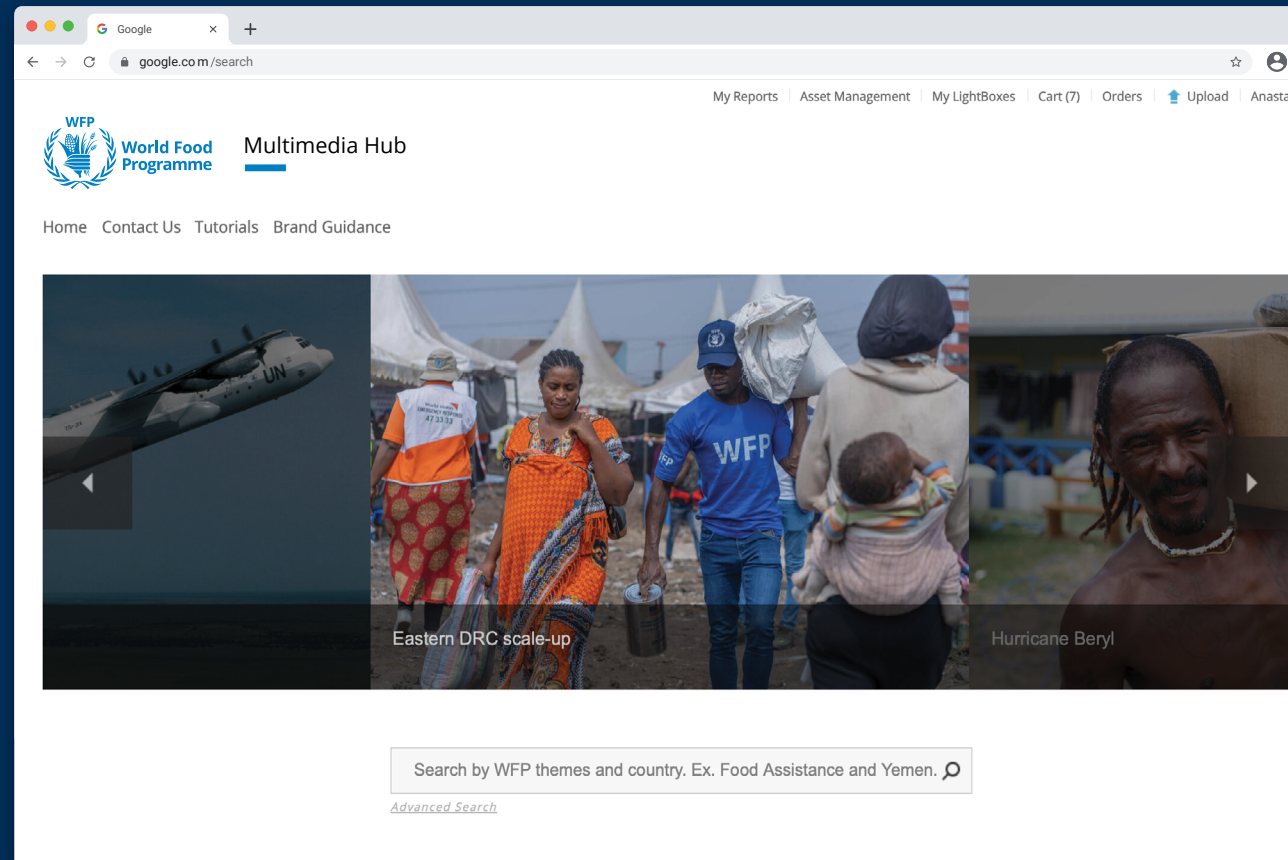
Via Cesare Giulio Viola 68/70 - 00148 Rome, Italy
T +39 066513 000 - +39 XXX XXXXXX

wfp.org
Social media details

Below the text are the WFP logo and the United Nations logo. At the bottom of the signature block are icons for attaching a file and an image, and two buttons: 'Send' and 'Cancel'.

When space is limited—for instance, on a website interface—the product name may be placed alongside the WFP logo. Refer to the example below to see how this can be done appropriately while maintaining brand integrity.

Application on web





The WFP logo is only permitted for use on approved WFP social media channels. WFP employees are not permitted to use WFP logos in a personal context, e.g. on personal social media channels, stationery or documents.

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CORE BRAND ELEMENTS

 [Back to contents](#)

	WFP BLUE	#007DBC RGB 0 125 188 PANTONE 3005 C CMYK 100 31 0 6	BLACK	#231F20 RGB 35 31 32 PANTONE Process Black C CMYK 0 0 0 100
Dark tints		#004670 RGB 0 70 112 CMYK 100 70 26 26		#000000 RGB 0 0 0 CMYK 70 40 40 100
Light tints		#0092CB RGB 0 146 203 CMYK 83 28 4 0		#636466 RGB 99 100 102 CMYK 0 0 0 75
		#11ABDE RGB 17 171 222 CMYK 72 13 2 0		#939598 RGB 147 173 130 CMYK 0 0 0 50
		#89D1F4 RGB 137 209 244 CMYK 42 2 0 0		#B1B3B6 RGB 177 179 182 CMYK 0 0 0 35
		#B9E5FB RGB 185 229 251 CMYK 25 0 0 0		#DADBDC RGB 218 219 220 CMYK 0 0 0 16
			WHITE	#FFFFFF RGB 255 255 255 CMYK 0 0 0 0

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Primary colour palette

WFP Blue is WFP's primary brand colour and should be used predominantly on WFP assets to create uniformity across all branded materials.

The reference codes specify how to produce colours for print and digital assets. For spot-colour printed assets, use the PANTONE® value.

For four-colour process printed assets, use the CMYK formula. For digital assets, use the RGB or hexadecimal code.



Complementary colour palette

To promote WFP brand recognition, use the complementary colour palette in combination with the WFP Blue.

The WFP colour palette contains high-contrast colours that are accessibility compliant.

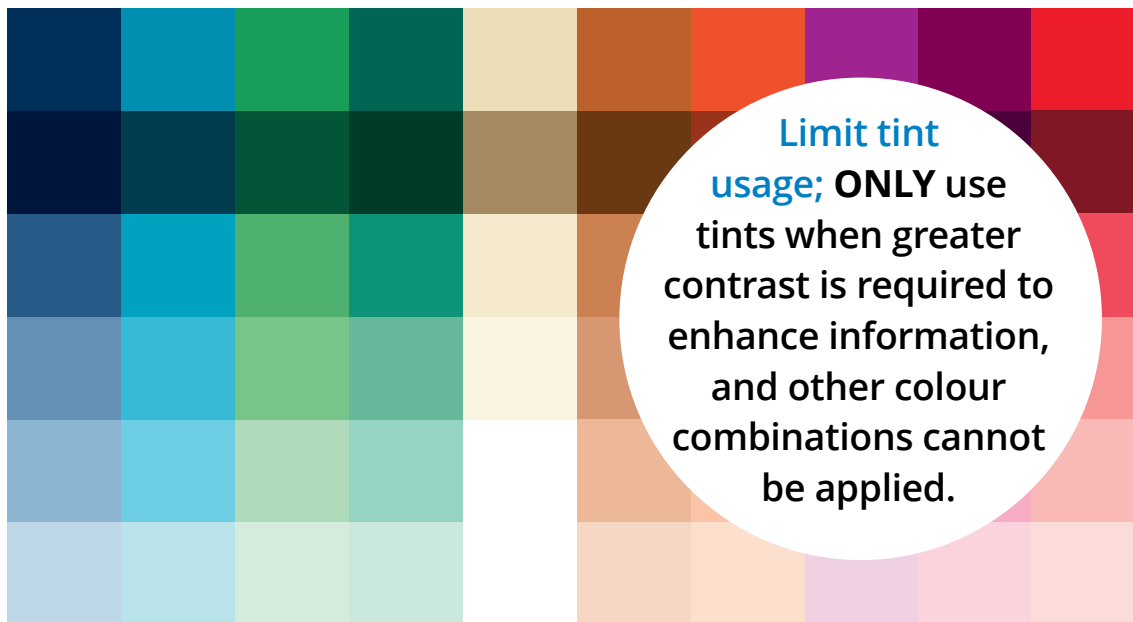
Select a minimum number of colours that work well together when using complementary colours. Use colours with discretion to avoid a 'rainbow' effect.

Neutrals and tints can be used to support WFP Blue and they have

been provided to facilitate creative design work that remains on brand.

Tints have been altered to better facilitate the needs of the WFP brand. Please **use the colour breakdowns provided in the charts** in the following pages to ensure colour consistency.

Yellow is not part of the WFP colour palette. It can ONLY be used for functional applications on digital platforms but not as an accent colour within any design.



Complementary colours

	NAVY		AQUA		GREEN		DARK GREEN		IVORY
	#002F5A RGB 0 15 89 PANTONE 648 C CMYK 100 50 0 66		#008EB2 RGB 0 142 178 PANTONE 3125 C CMYK 100 0 13 22		#03924A RGB 3 146 74 PANTONE 7482 C CMYK 77 0 81 16		#005D45 RGB 0 93 69 PANTONE 336 C CMYK 90 37 72 27		#ECE1B1 RGB 236 225 177 PANTONE 7499 C CMYK 0 5 25 8
Dark tints	#00153B RGB 0 21 59 CMYK 100 50 0 84		#003C4D RGB 0 60 77 CMYK 95 63 46 45		#035537 RGB 3 85 55 CMYK 90 40 86 39		#003A27 RGB 0 59 39 CMYK 89 46 82 60		#A4885F RGB 165 137 96 CMYK 14 29 56 29
Light tints	#2A5B89 RGB 42 91 137 CMYK 90 66 24 7		#00A2C0 RGB 0 162 192 CMYK 75 0 10 17		#4EB16F RGB 78 177 111 CMYK 67 0 73 6		#0D9577 RGB 13 149 119 CMYK 75 0 57 23		#F5E9CE RGB 245 233 206 CMYK 0 3 17 4
	#6490B6 RGB 100 144 182 CMYK 50 19 0 23		#36B9D5 RGB 54 185 213 CMYK 64 0 9 6		#74C48A RGB 116 196 138 CMYK 55 0 61 0		#65B899 RGB 101 184 153 CMYK 57 0 46 7		#F9F4DF RGB 249 244 223 CMYK 2 2 13 0
	#89B2D0 RGB 137 178 208 CMYK 45 18 9 0		#6DCDE3 RGB 109 205 227 CMYK 52 0 9 0		#AFDBBB RGB 175 219 187 CMYK 32 0 33 0		#95D3C3 RGB 149 211 195 CMYK 41 0 28 0		
	#BDD7EA RGB 189 215 234 CMYK 24 7 4 0		#B9E3EB RGB 185 227 235 CMYK 26 0 7 0		#D5ECDD RGB 213 236 221 CMYK 16 0 15 0		#CAE8DE RGB 202 232 222 CMYK 20 0 14 0		

Complementary colours

	EARTHY BROWN	ORANGE	PURPLE	BURGUNDY	RED
	#AA5628 RGB 169 86 40 PANTONE 471 C CMYK 0 63 86 26	#F0512D RGB 240 81 45 PANTONE 1655 C CMYK 0 84 92 0	#AC1294 RGB 172 18 148 PANTONE 253 C CMYK 42 100 0 0	#950158 RGB 148 1 88 PANTONE 228 C CMYK 13 100 0 48	#E3002B RGB 227 0 43 PANTONE 185 C CMYK 0 100 93 0
Dark tints	#6A3713 RGB 106 56 20 CMYK 35 74 100 47	#9A331B RGB 154 51 27 CMYK 19 88 100 29	#65175C RGB 101 23 92 CMYK 58 100 22 30	#4A003B RGB 75 0 59 CMYK 50 97 25 60	#7F1724 RGB 127 23 36 CMYK 33 100 87 34
Light tints	#CC8153 RGB 204 129 83 CMYK 0 47 65 20	#F37455 RGB 243 116 85 CMYK 0 68 69 0	#B24F9E RGB 178 79 158 CMYK 31 83 0 0	#9A436E RGB 154 67 110 CMYK 10 75 7 36	#F04B5D RGB 240 75 93 CMYK 0 86 55 0
	#D79772 RGB 215 151 114 CMYK 15 45 58 0	#F8A07E RGB 248 160 126 CMYK 0 45 49 0	#C372AF RGB 195 114 175 CMYK 22 66 0 0	#DA7DA9 RGB 218 125 169 CMYK 11 62 7 0	#F69896 RGB 246 152 150 CMYK 0 50 30 0
	#ECB897 RGB 236 184 151 CMYK 0 27 36 6	#FBC4A8 RGB 251 196 168 CMYK 0 27 31 0	#DFA5CB RGB 223 165 203 CMYK 9 41 0 0	#F7ADC5 RGB 247 173 197 CMYK 0 40 4 0	#F9B9B7 RGB 249 185 183 CMYK 0 33 18 0
	#F4D7C4 RGB 244 215 196 CMYK 0 13.5 18 3	#FEDFCE RGB 254 223 206 CMYK 0 14 16 0	#F0D2E5 RGB 240 210 229 CMYK 3 20 0 0	#FBD4DD RGB 251 211 221 CMYK 0 21 3 0	#FCD8D8 RGB 252 220 216 CMYK 0 16 9 0

Colour contrast and accessibility

WFP is committed to creating content that is inclusive and accessible for our audiences.

To support this, WFP adheres to the [Web Content Accessibility Guidelines \(WCAG\)](#): “an internationally recognised standard created by the the World Wide Web Consortium (W3C).”

WFP’s [Policy on Enhancing Accessibility of WFP’s Information Technologies \(IT\) for the Digital Inclusion of Persons with Disabilities](#) and

[WFP’s IT Accessibility Standards](#) establish WCAG 2.1 AA as the current minimum standards at WFP on accessibility of web-based content.

For further clarifications on this policy please contact the Tech Disability team at tec.disabilityinclusion@wfp.org.

THE WCAG OUTLINES THREE LEVELS OF ACCESSIBILITY CONFORMANCE

Level A	Level AA	Level AAA
NOT COMPLIANT	MINIMALLY COMPLIANT	FULLY COMPLIANT
Insufficient broad accessibility.	The mid-level of accessibility. WFP’s minimum requirement.	The highest and most ideal standard of accessibility.

TEXT COLOUR

BACKGROUND COLOUR

	WHITE	WFP BLUE	NAVY	AQUA	GREEN	DARK GREEN	IVORY	EARTHY BROWN	ORANGE	PURPLE	BURGUNDY	RED	BLACK
WHITE	✗	AA ✓	AAA ✓	LARGE TEXT ✓	LARGE TEXT ✓	AAA ✓	✗	LARGE TEXT ✓	LARGE TEXT ✓	AA ✓	AAA ✓	AA ✓	AAA ✓
WFP BLUE	AA ✓	✗	LARGE TEXT ✓	✗	✗	✗	LARGE TEXT ✓	✗	✗	✗	✗	✗	AA ✓
NAVY	AAA ✓	LARGE TEXT ✓	✗	AA ✓	AA ✓	✗	AAA ✓	LARGE TEXT ✓	AA ✓	✗	✗	LARGE TEXT ✓	✗
AQUA	✗	✗	AA ✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	AAA ✓
GREEN	LARGE TEXT ✓	✗	AA ✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	AA ✓
DARK GREEN	AAA ✓	✗	✗	✗	✗	✗	AA ✓	✗	✗	✗	✗	✗	✗
IVORY	✗	LARGE TEXT ✓	AAA ✓	LARGE TEXT ✓	✗	AA ✓	✗	LARGE TEXT ✓	LARGE TEXT ✓	AA ✓	AAA ✓	LARGE TEXT ✓	✗
EARTHY BROWN	LARGE TEXT ✓	✗	LARGE TEXT ✓	✗	✗	✗	LARGE TEXT ✓	✗	✗	✗	✗	✗	AA ✓
ORANGE	LARGE TEXT ✓	✗	AA ✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	AA ✓
PURPLE	AA ✓	✗	✗	✗	✗	✗	AA ✓	✗	✗	✗	✗	✗	✗
BURGUNDY	AAA ✓	✗	✗	LARGE TEXT ✓	✗	✗	AAA ✓	✗	✗	✗	✗	✗	✗
RED	AA ✓	✗	✗	✗	✗	✗	LARGE TEXT ✓	✗	✗	✗	✗	✗	✗
BLACK	AAA ✓	AA ✓	✗	AA ✓	AA ✓	✗	AAA ✓	AA ✓	AA ✓	✗	✗	LARGE TEXT ✓	✗

In compliance with WCAG 2.0 minimum contrast

Colour contrast evaluator

Use the chart to create accessibility compliant colour combinations.

Crosscheck the background colours against the text colours in the chart and ensure maximum legibility and accessibility compliance on your designs.

[Click here](#) to download the Colour Contrast Analyzer.

- ✓ AA: WFP's minimum accessibility compliance.
- ✓ AAA: maximum accessibility compliance.
- ✓ Large text (AA compliant): use font size minimum 15pt and up.
- ✗ Do not use this colour combination.

Typography

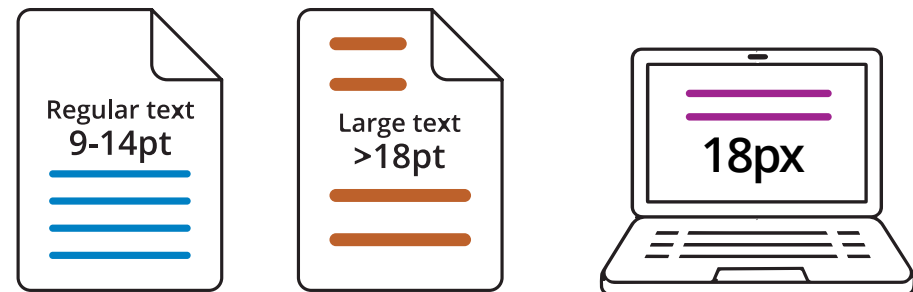
A consistent use of typography is fundamental to WFP. It gives a structure and uniformity to both offline and online assets, helping to build a stronger, more coherent brand.

- For regular text, use font size 9-14pt.
- For body text, use at least font size 10pt, and leading 15pt.
- For large scale printing use a font size of 72pt, depends on the distance and the graphics.

Left alignment of the body copy and/or central alignment for titles is required in all WFP communications materials.

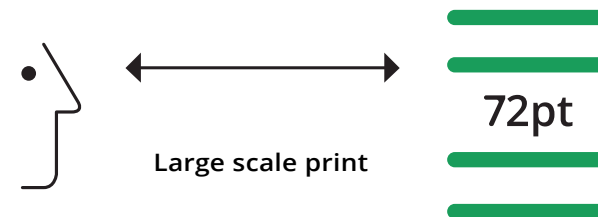
Avoid full justification on body copy.

Text size in different mediums



Print

Screen



Primary font

Open Sans is WFP's corporate font. It's a large font family, offering plenty of flexibility while remaining highly legible in all media.

[Click here](#) to download Open Sans from the Multimedia Hub. It is also available on all WFP Microsoft Windows systems.

Due to accessibility compliance, the use of Open Sans Extra Bold is limited to large titles.

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans Extrabold

Limited use

Open Sans Extrabold

Limited use



Secondary font

In certain contexts it may be useful to introduce a secondary, contrasting font in particular for use in infographics and pull out quotes.

This is particularly useful for supporter-facing content as it creates a more engaging, informal feel.

[Click here](#) to download Halden from the Multimedia Hub.

HALDEN

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890



Font substitutions in Arabic

The official substitution for Open Sans in Arabic is the font **Tajawal**.

[Click here](#) to download the font family.

Tajawal Light

يوضع في التصاميم
لتعرض على العميل ليتصور
طريقه وضع النصوص
بالتصاميم سواء

Tajawal Regular

يوضع في التصاميم
لتعرض على العميل ليتصور
طريقه وضع النصوص
بالتصاميم سواء

Tajawal Bold

يوضع في التصاميم
لتعرض على العميل ليتصور
طريقه وضع النصوص
بالتصاميم سواء

Tajawal Extra Bold

يوضع في التصاميم
لتعرض على العميل ليتصور
طريقه وضع النصوص
بالتصاميم سواء

Tajawal Black

يوضع في التصاميم
لتعرض على العميل ليتصور
طريقه وضع النصوص
بالتصاميم سواء

Limited use

Use **Lava** font to substitute
Halden in Arabic. [Click here](#)
to download the font.

LAVA

يوضع في التصاميم لتعرض على العميل
للتصور طريقه وضع النصوص بالتصاميم سواء

We discourage
the use of Times
New Roman font to
substitute Open Sans
in Arabic. For font
substitutions in other
languages contact
hq.creativecontent@wfp.org

Tagline

WFP's tagline SAVING LIVES CHANGING LIVES is a statement that links the mission and vocation of the organization.

The tagline should always be set in upper case, using the Open Sans Semibold typeface. There should be no punctuation between the two segments.

When setting the tagline over several lines, divide it into two paragraphs, the space between them being greater than the line spacing.

When setting it on a single line, increase the space between the two segments to at least two or three spaces, as per examples below, which illustrate how to maximize legibility, despite the lack of punctuation.

English

SAVING
LIVES
CHANGING
LIVES

SAVING LIVES
CHANGING LIVES

SAVING LIVES
CHANGING LIVES

SAVING LIVES CHANGING LIVES

SAVING LIVES CHANGING LIVES

French

SAUVER DES VIES CHANGER LES VIES	SAUVER DES VIES CHANGER LES VIES	SAUVER DES VIES CHANGER LES VIES
	SAUVER DES VIES CHANGER LES VIES	SAUVER DES VIES CHANGER LES VIES

Spanish

SALVAR VIDAS CAMBIAR VIDAS	SALVAR VIDAS CAMBIAR VIDAS	SALVAR VIDAS CAMBIAR VIDAS
	SALVAR VIDAS CAMBIAR VIDAS	SALVAR VIDAS CAMBIAR VIDAS

Arabic

انقاذ الأرواح تغيير الحياة	انقاذ الأرواح تغيير الحياة	انقاذ الأرواح تغيير الحياة
	انقاذ الأرواح تغيير الحياة	انقاذ الأرواح تغيير الحياة

WFP icons

Iconography is particularly useful in illustrating publications and infographics.

WFP uses an extensive collection of icons based on the set produced by OCHA, where specific icons have been added as needed in the WFP brand.

The purpose of the icon set is to simplify and standardize communication of WFP's work in particular thematic areas.

[Click here](#) to download the full set of icons from the Multimedia Hub. Should you need additional icons please contact hq.creativecontent@wfp.org.

People we assist



Drought



Emergency response



Web accessibility



Intersectional diversity



Hearing accessibility



COMMODITY ICONS

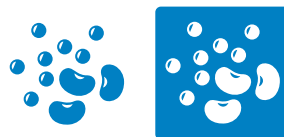
Split peas



Vegetable oil



Pulses



High-energy biscuits



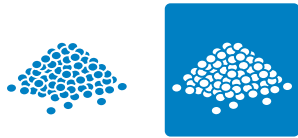
Super Cereal Plus



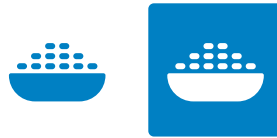
Salt



Lentils



Rice



Maize



Sorghum



HAND-DRAWN ICONS

Logistics



Relief



Social safety



School meals



Climate crisis



Farming



Nutrition



BRAND IDENTITY

Stationery

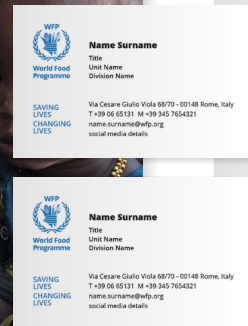
There is a full set of branded stationery items available that includes official letterheads, forms, business cards, envelopes, folders and presentations.

To ensure the integrity and recognition of WFP's global brand, it is essential that all **colleagues use stationery templates correctly according to the guidelines.**

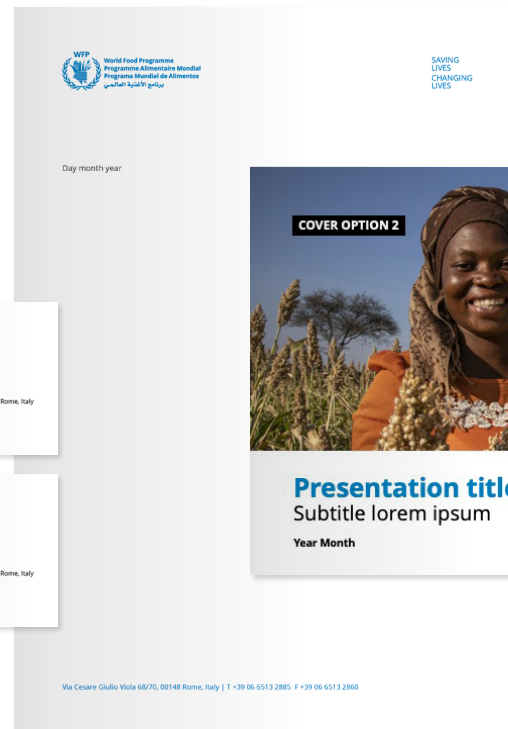
[Click here](#) to access the stationery templates on the Multimedia Hub.



Folder A4



Business card



Letterhead A4/US Letter



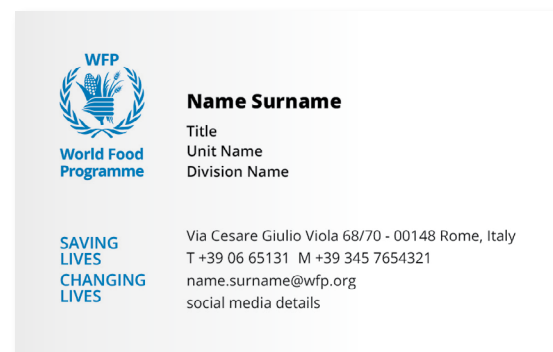
Presentation 16:9

Business cards

At HQ, we offer the possibility of creating an **electronic business card** featuring your unique QR code. [Click here](#) to request your electronic business card.

Guided by the Management Services strategy to operate more sustainably and digitally, this new service is now in place to complement traditional paper cards, with a vision to eventually roll it out to the field.

The electronic business card is a cost-reduction measure, and a low-impact solution in accordance with our greening policy. Based on this, and to ensure brand consistency, we suggest using



your paper card when applicable, while also opting for an electronic card. We do not recommend combining the two approaches in one, e.g., creating a printed business card that contains a QR code.

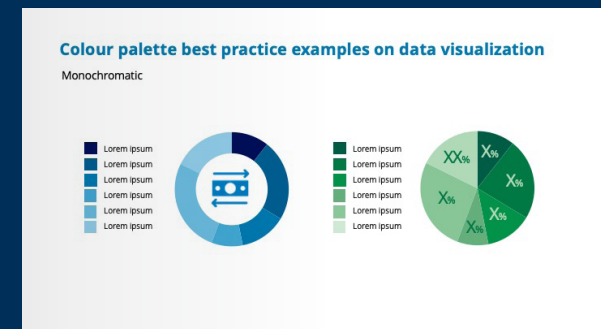
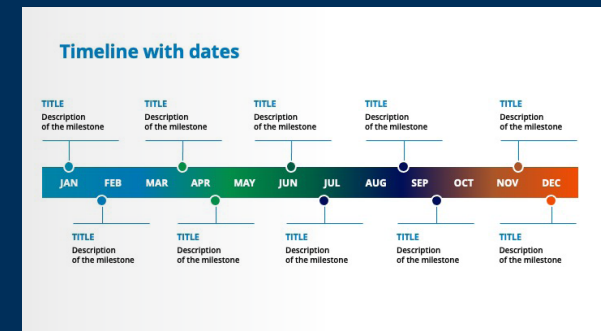
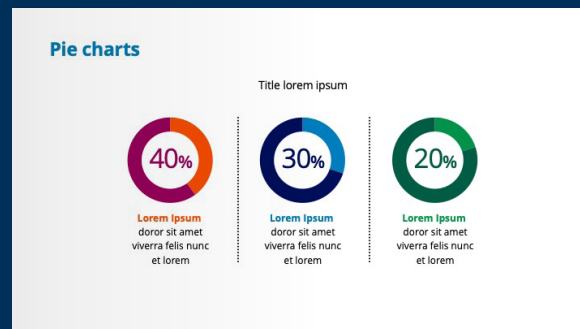
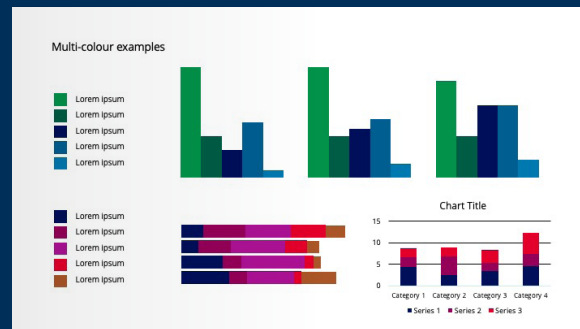
[Click here](#) for more information about business cards on WFPgo.

Presentation template

To ensure consistency across WFP's global brand, a presentation template has been created.

The template includes instructions on how to apply typography and colours along with customizable infographic slides to easily create charts and timelines.

[Click here](#) to access the WFP PowerPoint presentation template from the Multimedia Hub.



Publication templates

WFP's editorial products are characterized by the consistent use of the branded templates. The publication templates have been created following accessibility compliance standards in terms of colour contrast and typography hierarchy. Use the templates to create reports, fact sheets and presentations and support WFP brand unity. Templates are available in A4 and US Letter formats.

[Click here](#) for guidance on WFPgo about how to plan and create a publication. Only publications following the brand guidelines will be considered for upload to the external website wfp.org

Factsheet template A4 - 4 pager



Factsheet template A4 - 2 pager



As WFP moves towards a more digital era, the need for new formats beyond standard print layouts is rising.

The report template is now created in two formats, A4 portrait and A4 landscape (suitable for screen reading, not text heavy), aiming to cover both print and digital needs.

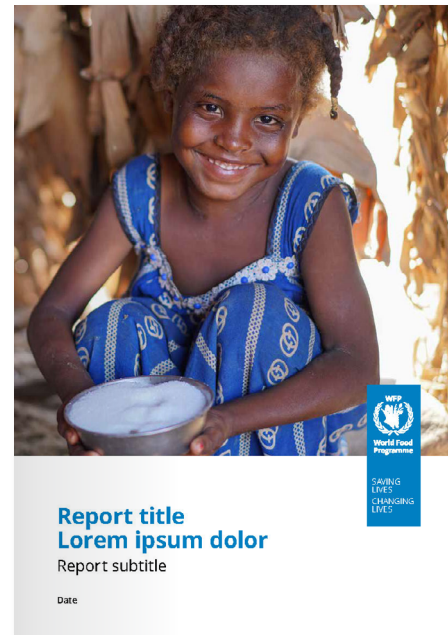
The use of consistent typography and colours in publications is highly important to maintain brand coherency.

[Click here](#) to download the publication templates from the Multimedia Hub.

For queries related to branding and templates please contact hq.creativecontent@wfp.org.

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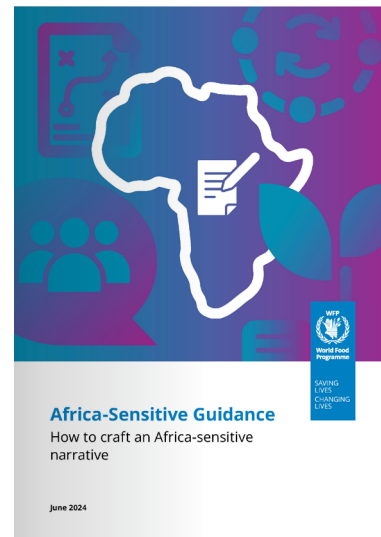
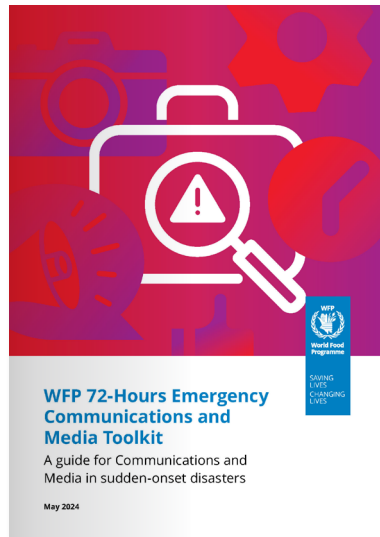
Report portrait template A4



Report landscape template A4 - digital format



Best practice examples



Avoid the use of round boxes as they are not on brand. If round boxes are used, ensure that the corner ratio is <4px.



Country	US\$	Country	US\$
ANGOLA	7.4M	MOZAMBIQUE	169.4M
DEMOCRATIC REPUBLIC OF CONGO	1.1B	NAMIBIA	3.5M
ESWATINI	8.1M	REPUBLIC OF CONGO	40.8M
LESOTHO	19M	UNITED REPUBLIC OF TANZANIA	60.9M
MADAGASCAR	136.2M	ZAMBIA	46.5M
MALAWI	131.6M	ZIMBABWE	138.1M

CO-BRANDING

Alignment with other logotypes

When the WFP logo needs to appear alongside other logos, the logos should be arranged from left to right, or from top to bottom (aligned on the left-hand side) and in alphabetical order (unless this is overridden by other extraordinary factors) as per example.

The WFP logo should be surrounded on all four sides by clear space that, at minimum, is equivalent to half the width of the emblem.



Food and Agriculture
Organization of the
United Nations



IFAD

Investing in rural people



World Food
Programme



Private sector partners

Creation of partnership logos using the WFP brand is strictly managed by the Private Partnerships and Fundraising division and is dependent on a formal agreement being in place between the external entity and WFP.

[Click here](#) for guidance about partnerships on WFPgo.

[Click here](#) to check the Partnership Architecture on WFPgo to verify if a partner is eligible to use WFP's logo.



Improve nutrition. Drive progress.

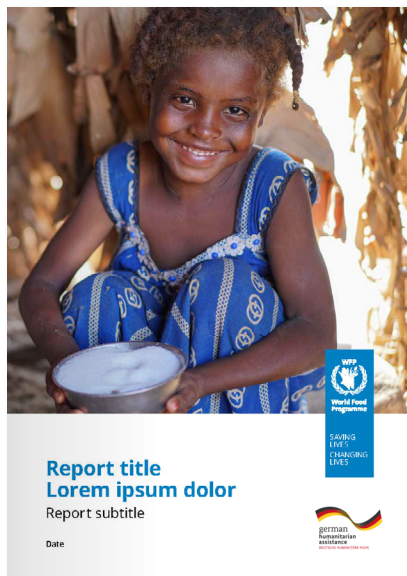
Private sector partners and WFP logo use case scenarios

SCENARIO	POSSIBLE LOGO USAGE	NO LOGO USAGE ALLOWED	GREY AREA	FURTHER CONTEXT/GUIDELINES
Official private sector partnerships with WFP with contractual agreements in place referencing visibility	✓	✗	✗	Logo use requires a signed legal agreement, with conditions dependent on donation amount. Please note that a due diligence process and approval must be completed before the logo can be used. Contact PSP division for further guidance.
Companies without contractual agreements with WFP	✗	✓	✗	
Media organisations partnering with WFP on an adhoc basis	✗	✗	✓	Including WFP in editorial is possible and encouraged by comms officers globally, including adding marks/abbreviation and the WFP logo in images. However, any form of co-branding that implies partnership with the media organization needs to be assessed on a case by case basis, and should be guided by PSP partnership standards.
One-off sponsors for events or moments e.g ad space or event space - not paid by WFP	✓	✗	✗	For companies that provide one-off sponsorships or services, their logos can feature on the promotional material, but must be accompanied with a buffer phrase outlining the nature of their support (e.g. "space provided by [event organisers]", "supported by [advertising company]"). Any inclusion of a non-contracted third party must be accompanied by the following non-endorsement clause: "WFP does not endorse any product or service".
Individuals or companies who make one-off donations to WFP	✓	✗	✗	Logo use requires a signed legal agreement, with conditions dependent on donation amount. Please note that a due diligence process and approval must be completed before the logo can be used. Contact PSP division for further guidance.
Vendors or entities that have a commercial relationship with WFP	✗	✓	✗	Click here to learn the difference between a private partner and a vendor or supplier on WFPgo.

Donor government partners

Co-branding with donor partners is permitted on communications materials such as reports, social media and multimedia content.

Producing clothing items which include government donor logos is not permitted within the WFP brand guidelines



Cooperating partners

When a Field Level Agreement (FLA) is in place, staff workwear may feature the branding of the cooperating partner alongside the WFP logo.

This reinforces partnerships with organizations implementing WFP operations in the field and provides reassurance to those receiving WFP assistance. Please refer to the examples.



Front side



Back side

Joint publications with other organizations

For WFP-led publications that include contributions from other actors, use the standard WFP templates with partner logo/s on the cover or back cover. This includes for event materials and online assets.

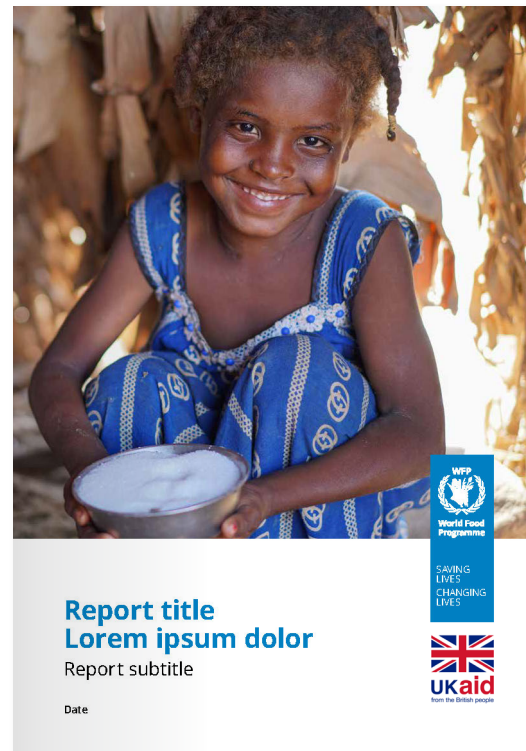
For publications funded by contributions from an institution, organization or private company, include the contributors' names in the acknowledgements or similar sections. Acknowledgements of such contributions must never appear as a WFP endorsement of a contributor or its products or services.

The logo of contributors may appear on the back cover of printed publications, on the title page or copyright page of digital products, or on the final frame of a video.

For products developed by WFP in collaboration with other organizations, WFP branding is not appropriate.

Logos of other organizations should be proportionately the same size and placed in alphabetical order.

WFP lead report with co-branding



Joint publication



VISIBILITY

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Stickers and flags

The official WFP sticker is ribbon-shaped and is available in three sizes (from right to left): 3 x 8cm, 9.25 x 25cm and 18.5 x 50cm.

Round stickers are also available in two sizes: Ø34cm and Ø48cm with white background and blue logotype.

The stickers can be used whenever something needs to be quickly marked with WFP's branding.

The official WFP flag is available in four sizes: 75 x 50cm, 150 x 100cm, 300 x 200cm and 600 x 400cm and can be ordered by contacting the Merchandise unit: wfp.merchandise@wfp.org.

Additionally, UN flags may also be ordered in these same sizes through the Merchandise unit.

[Click here](#) to access sticker artwork files and [click here](#) to access flag artwork files for producing locally.



Roll-up banners

Generic designs for banners are available for customization and production.

They have been designed at 85 x 200cm, which is a standard size for most pop up banner systems.

[Click here](#) to download print files for the logotype and tagline banners in various language versions.

Template roll-up banner



Logotype roll-up banner



Tagline roll-up banner



WFP workwear

Correctly-branded staff workwear are essential for strong visibility in the field.

For some items, artwork files are available for local production.

[Click here](#) to view all merchandise items available via the catalogue.

For any queries, please contact the merchandise team wfp.merchandise@wfp.org

Workwear round neck t-shirts



Workwear polo t-shirt



Branded clothing items using WFP's logo **are for staff use only**. Under no circumstances should these items be gifted to people WFP supports. This includes WFP branded items created specifically for joint projects or programmes with partner organizations.

Locally produced workwear for country offices

To ensure brand unity, use the standard templates to produce t-shirts that include the country name.

[Click here](#) to download the t-shirt templates.



Do not produce t-shirts for WFP staff in colours other than WFP Blue and white. Colours that do not represent the WFP PRIMARY colour palette are prohibited.

Sustainability and branding

In 1987, the United Nations Brundtland Commission defined sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” Today, sustainability is embedded in WFP’s code of conduct and is a cross-cutting priority in WFP’s strategic plan.	Before producing WFP-branded products, consider:	When producing WFP-brand products and events, do:	Further information
	Will the branded item’s lifecycle extend beyond the event it’s being created for?	Limit giveaways (cups, bottles, bags, t-shirts, etc.) to sustainable WFP-branded products.	Click here to read WFP Environmental Sustainability Guidance on WFPgo.
	Does the branded item provide practical value to the user?	Issue re-usable name tags and lanyards and collect them at the end of the meeting for future use.	Click here to read WFP Guidance for Sustainable Meetings, Conferences & Workshops on WFPgo.
	Does the item risk being left in possession of anyone who does not represent WFP?	If the event requires the production of banners or other display items, choose recycled/ recyclable, sustainably sourced materials that can be reused for future events.	Click here to read WFP Goods & Services Sustainable Procurement Guidelines on GoDocs.

STORIES & IMAGERY

Stories, and the imagery that support them, are a powerful way to define our brand and create a connection that helps to motivate audiences and key stakeholders to support WFP.

This section provides guidance on how our organization approaches ethical depiction of the people we work and how to help tell their stories.

Story & image framework

Not only do stories help to inspire and illustrate the needs of the millions of people who receive WFP assistance, they also help to demonstrate the impact of our work and therefore the importance of funding and advocacy.

WFP's Story & Image Framework gives in-depth detail about how our organization approaches ethical depiction in our communications. [Click here](#) download the Story & Image Framework from the Multimedia Hub.



The Story & Image Framework is divided into two sections:

- **Principles**, how and why WFP is taking this approach to imagery/ stories
- **Practicalities**, including guidance on:
 - Informed Consent
 - Depicting sensitive stories – acceptable standards when depicting extreme hunger, air drops and other sensitive areas of WFP work
 - Image manipulation, storage and distribution
 - detailed and specific guidance on what is and isn't permitted in terms of imagery e.g. over manipulation of imagery is explicitly forbidden.

It is vitally important that the stories WFP chooses to tell are ethical and authentic. They must reflect WFP's core values and be representative of the situation on the ground and the programmatic work delivered by WFP. Finally, the best stories will also feel unique to WFP and help to distinguish us from other organizations.

Brand-defining imagery

To help WFP forge a distinct identity, there are three key imagery concepts to apply when shooting video or photos, and when selecting images for products:

FOOD MOMENTS

DYNAMIC SHOTS

WFP IN PARTNERSHIP

These concepts will also help WFP to create unity of look and feel.



FOOD MOMENTS

Food is about connection. It reminds the viewer of family, their own traditions and special moments – and at WFP we want to highlight the connections we all have with food.

- Food imagery should always feature people – this could be as simple as hands holding grains, or as textured as family sitting down to eat together.
- WFP wants to capture authentic food and meal moments – children and families enjoying food together.
- Plates shot from above show food variety and sharing, and will help to create a distinct look when used regularly in communications.
- Footage of food processing, such as milling and packaging.
- Scenes of community members working together on projects, such as building or farming.



DYNAMIC SHOTS

WFP is the world's leading humanitarian organization – we do what it takes to reach those who need support – and our images should reflect this. Images need to be dynamic to convey a richer narrative of our brand, but also to help better tell the stories of the multi-faceted individuals who feature in our content.

- Movement is dynamic and conveys action or a 'we are there' insight.
- Dynamism can also be conveyed without overt movement, through authentic expressions, eye contact and strength of pose in portraits.
- Strong composition and action is important and will help show the context of the situation in a compelling way.
- Imagery should feel layered, not flat, with depth of focus on key characters relevant to stories.
- Focus on people's reactions, like smiles, laughter, or relief, during food distributions or community events.

- Capture interactions between different generations, like a child and grandparent, to show continuity and tradition.
- Use shots that gradually reveal emotional moments, such as a child hugging a parent.
- Experiment with reflections in windows, water, or other surfaces to create intriguing visuals and movement.



WFP IN PARTNERSHIP

WFP has been reticent to use overt branding in its imagery, but it is important to reference our brand when appropriate. Central to our organization is our way of working in partnership – with the people we assist, with NGO partners, with donors, and with national governments. As well as the inclusion of the logo, we want to use imagery that shows our colleagues in partnership.

- Where possible, subtly reference the WFP logo on aid items or staff visibility items.
- Picture and choose imagery that shows our colleagues in partnership; in active and equal positions with the people WFP works with and for.
- Shots of transportation or logistics involved in food distribution, like trucks or cargo planes.

For more detailed guidance, [click here](#) for brand visibility and [click here](#) for co-branding.



Use of illustration

When illustrating communications products, photography is preferred as this gives a more realistic representation of WFP's work, our colleagues, and the people and communities we work with and for.

In some contexts it may be appropriate to use illustration to help explain a particular system or process, or when telling an anonymized story. Please follow these tips on how to create illustration that fully complies with the WFP brand.

- Use the WFP colour palette to ensure illustration is consistent with the brand.
- Particularly for infographics and social media assets where space is limited, the use of the WFP icons is recommended.
- Ensure that the style is consistent throughout the project. Choose a stylised, simple approach.
- Most importantly, any illustration of people needs to reflect correct gender and ethnic representation to fully capture the international nature of WFP and those we work with and for.
- Test and check your illustration style with the country or region you're planning to depict in your product.



BRAND APPLICATION ON VIDEO

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Key adaptation tips for all formats

ASPECT RATIO AWARENESS

Use tools like Adobe Premiere Pro or Wochit*, which offer templates for each format.

PLATFORM-SPECIFIC ADJUSTMENTS

Align designs to the platform's User Interface (e.g., avoid overlapping Instagram's comment bar in vertical videos).

SCALABILITY

Design elements (subtitles, lower thirds, textboards) that can be resized or repositioned for all formats without losing quality.

* For Wochit account, please contact hq.socialmedia@wfp.org

DURATION

Vertical: Best for short, punchy content (e.g., less than 60 seconds) on platforms like TikTok, Instagram Reels, and YouTube Shorts. Avoid adding end card animation for a less corporate feel.

Square: Mid-length content (e.g., 30–90 seconds) works well, optimized for platforms like X and LinkedIn.

Landscape: Suitable for longer-form content (e.g., 2–10 minutes), common on YouTube or websites.

[Click here](#) to download a set of video graphics templates for Adobe Premiere Pro.

Logo bugs

Corporate logotype



WFP logo bug on **corporate videos** is **optional**.

Colour: #FFFFFF

Opacity: 95% Normal

Supporter logotype



On **supporting facing** videos, the WFP logo bug is **mandatory** to include on **square** and **wide** video formats. It is **not required** on **vertical** video formats.

Colour: #FFFFFF

Opacity: 95% Normal

Video safe zones

VERTICAL (9:16)

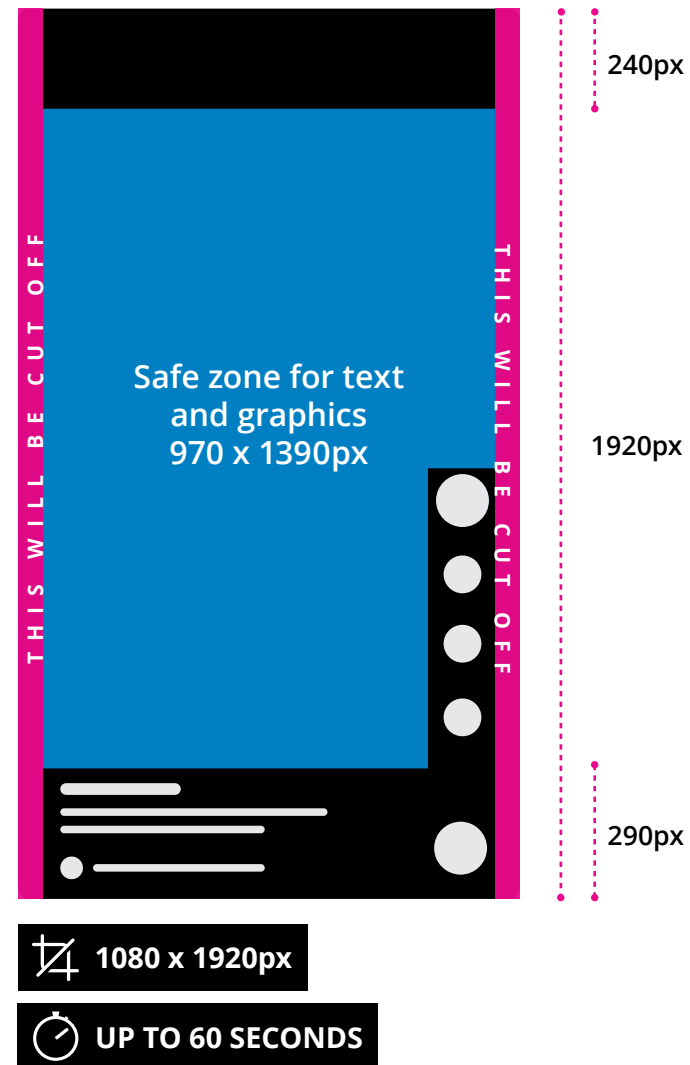
Key elements like text, faces, and action should stay within a central safe zone to avoid cropping on narrower screens.

Use **reels** when you want the content piece to reach a wider audience and stay on your profile.

Post a **story**, whether in text form or video, when you have a live update from an emergency, a behind the scenes of an operation, or an announcement that is relevant but not prominent enough to sit on the feed.

Remember, stories expire after 24 hours and only show up in your followers' feed!

[Click here for Face-to-camera guide](#)
for social-first videos



PROFILE GRID

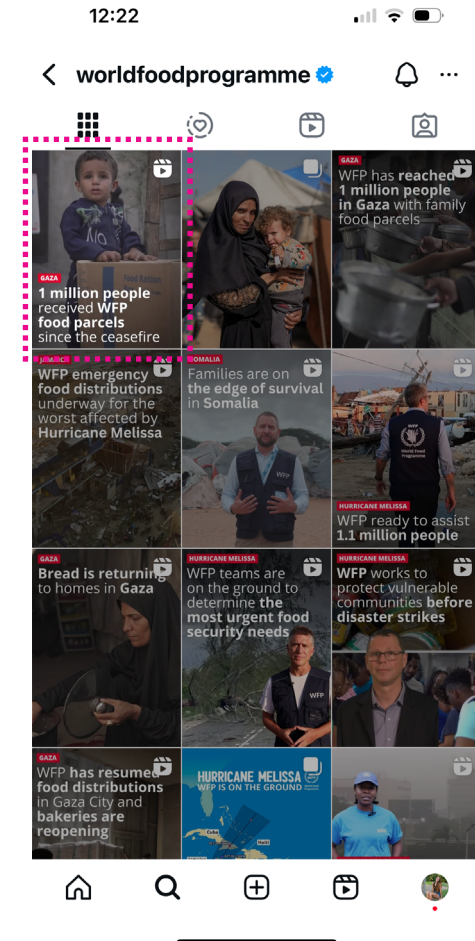
The profile grid on Instagram is a peek into an account's personality, which is why it's important to have a consistent and on-brand look across the grid, where each post is part of a bigger picture and needs a curated cover.

Covers on the grid and Reels view on the feed have a 3:4 ratio.

Keep in mind: graphics should be adapted taking into account the grid ratio (3:4), portrait graphics size 1080x1350px (4:5) are therefore preferred over square ones.



Feed view 1015 x 1350px

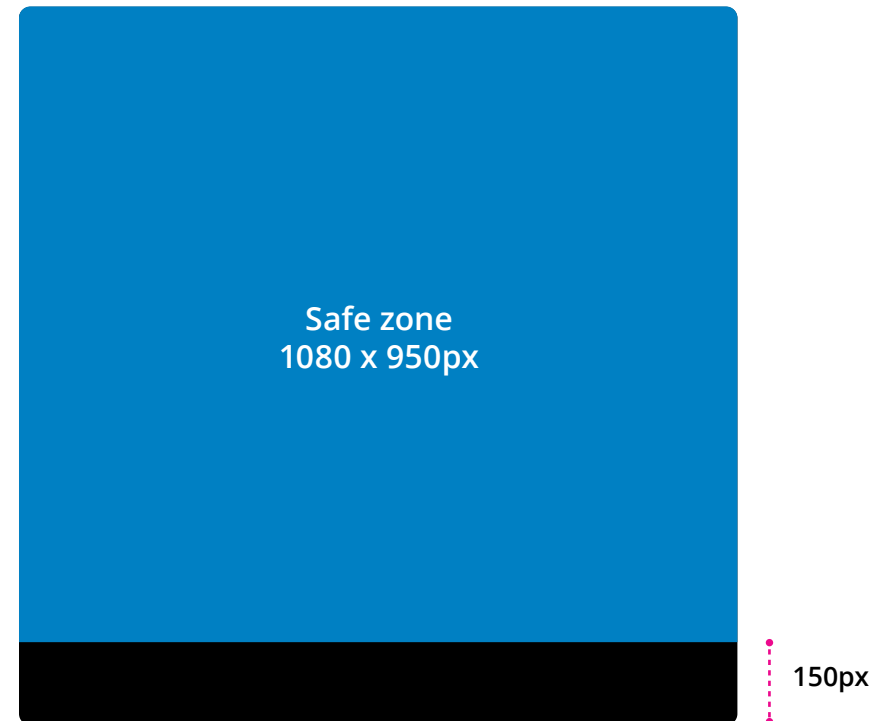


SQUARE (1:1)

Uniform safe zone throughout, but leave some padding to prevent overlap with platform UI elements.

 1080 x 1080px

 UP TO 90 SECONDS



LANDSCAPE (16:9)

Traditional video format with standard safe zones (e.g., title and action) aligned for widescreen.

1920 x 1080px

UP TO 10 MINUTES



150px

Captions

VERTICAL

Place subtitles toward the centre-bottom to avoid being cut off. Ensure readability without dominating the narrow frame.

SQUARE

Position subtitles at the centre-bottom for balanced visibility. They can be slightly larger since they take up more relative screen space.

LANDSCAPE

Use smaller subtitles that stay within the lower safe zone. The wider frame allows for more subtle placement.

Font: Open Sans Semibold 50px white
Box: black #000000, normal 85% opacity
□ Put captions in the lower limit of the safe zone



Lower thirds

VERTICAL

Keep lower thirds compact and almost centered horizontally to avoid extending into unused screen edges.

SQUARE

Ensure lower thirds don't take up too much vertical space to maintain balance in the compact frame.

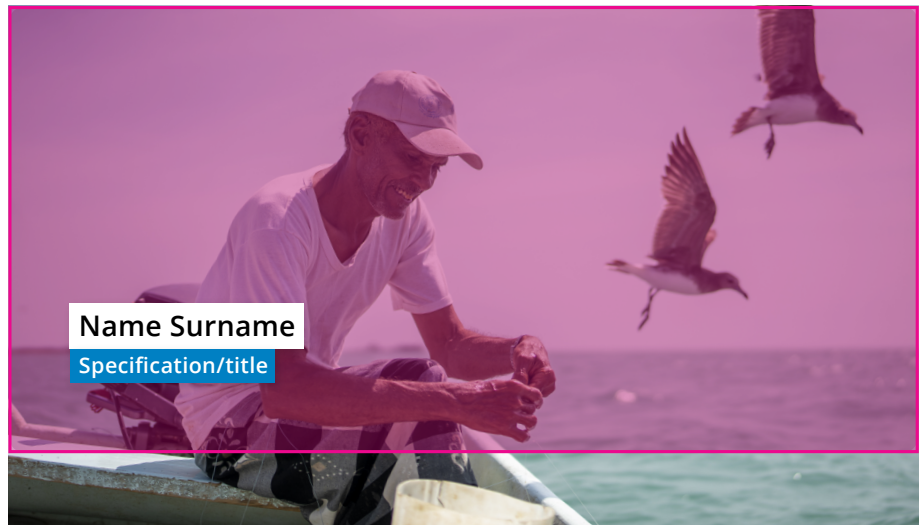
LANDSCAPE

Create lower thirds with a wider aspect, aligned to the left or right while keeping key text within the title-safe area.

Supporter



Corporate



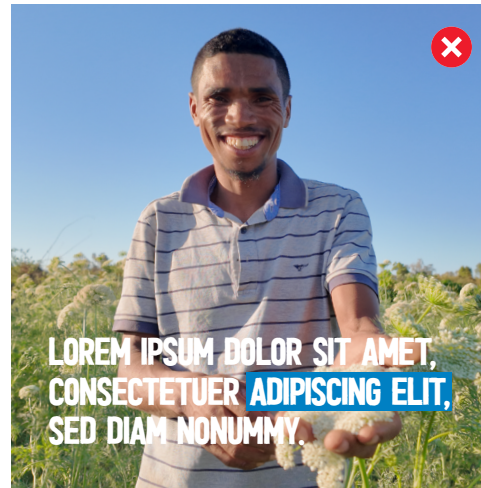
Textboards

Text boards for video content should ideally use the Halden font, with key words or phrases highlighted using coloured boxes.

WFP Blue or another colour from the color palette should be used for the boxes, which serve to emphasize important keywords, facts, or figures.

Place the text to ensure it is always legible, especially on light coloured backgrounds and add a gradient or adjust contrast of the image to make the text more legible.

Do not cover faces with text overlay. Change the text position or adjust the scale to increase space.



In-app editing

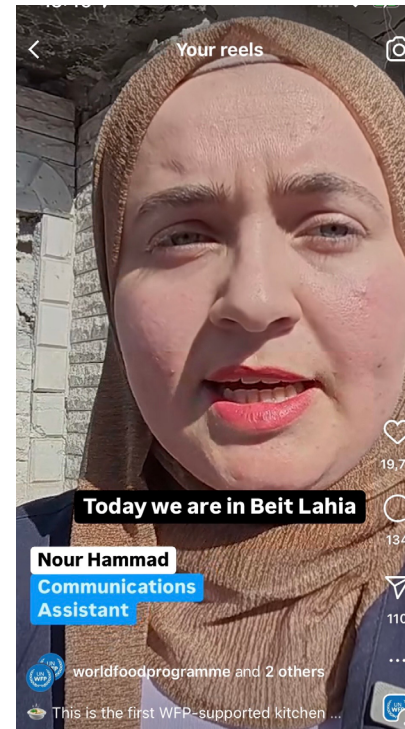
INSTAGRAM PLATFORM- FIRST IN-APP TEXT GUIDANCE

Subtitles: **'Classic' font,**
black background

Titles: **'Classic' font,**
sticking to WFP colours

Nametag: **'Classic' font,** white
box and black text for Name/
Surname, WFP Blue box
person's title

Title Locator: **'Classic' font**
with pin emoji



End cards

A revised version of the end card is available for all video formats for corporate and supporter facing assets.

The supporter logotype end card should be used on all video assets intended for use on social media channels or fundraising platforms.

The corporate logotype end card should be used on all other video assets including for video for internal communications, Executive Board and corporate events.

Supporter logotype



Corporate logotype



It's recommended on Instagram to remove the end card, as it can make the video feel too corporate and not fit for the platform's style and tone.

SOCIAL MEDIA AND DIGITAL

 [Back to contents](#)

Social media templates

Templates are available to support your social media needs—whether for media updates (e.g., news releases), thematic content, or major events like G7 and UNGA. These templates are accessible in Canva.

[Click here](#) to access the media templates. [Click here](#) to access thematic and campaign templates.

If you do not have a WFP Canva account you can still edit the templates without an account. [Click here](#) to access a tutorial on how to do it.

Best practice examples



Canva account requests

If you need Canva access right away or for non-social media purposes, we encourage you to purchase a license directly. [Click here](#) and discover how to do it.

New channels must adhere to the social media account creation policy. [Click here](#) to view the guidance and apply for a new WFP social media account.

Social media templates



Bridge: a design system for digital solutions

Bridge is a product serving our organization's digital products to ensure design and experience consistency, improve efficiency and leverage scalability.

Bridge consists of three main elements:

Code library available on Storybook (UI-kit)
(Public access): [click here](#) for information.

Design library available in Figma: [click here](#) for information. (Access to Figma as viewer is free, access to the design library in on request).

[Repository](#) for documentation, regarding structure of components, patterns and templates, usage and customisation, accessibility and best practices: [click here](#) for information.



FOOD PACKAGING

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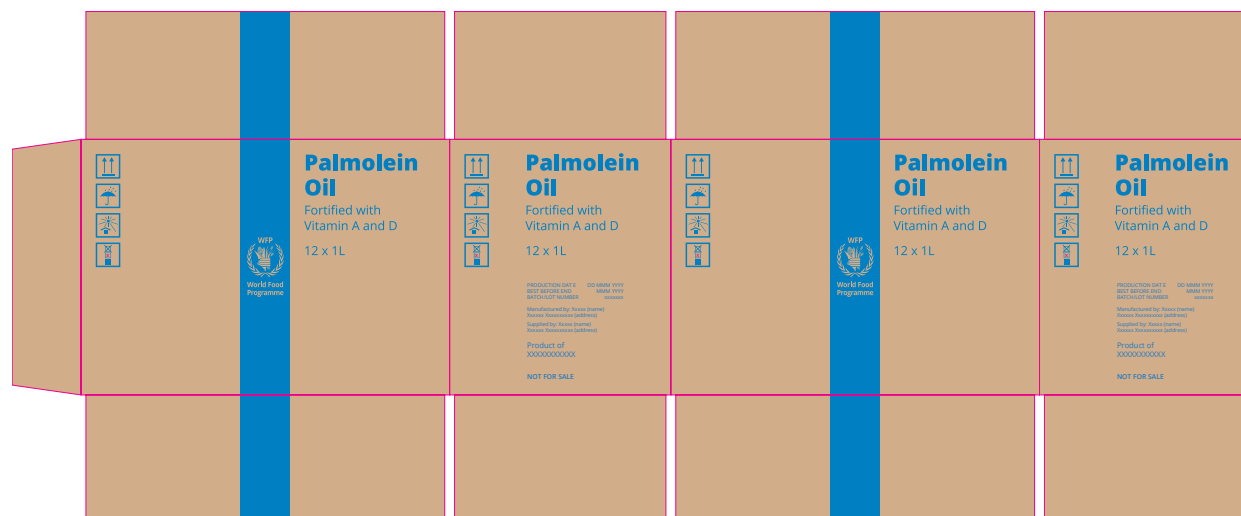
The packaging templates must be used according to the guidance provided so that WFP's brand is disseminated as widely as possible to improve the organization's global visibility.

The WFP ribbon is used as the main design element across food packaging designs.

Food packaging templates have been developed in close collaboration with the Food Quality and Safety Unit.

Each template type comes with a full specification sheet indicating dimensions, font sizes, colour etc.

Carton box

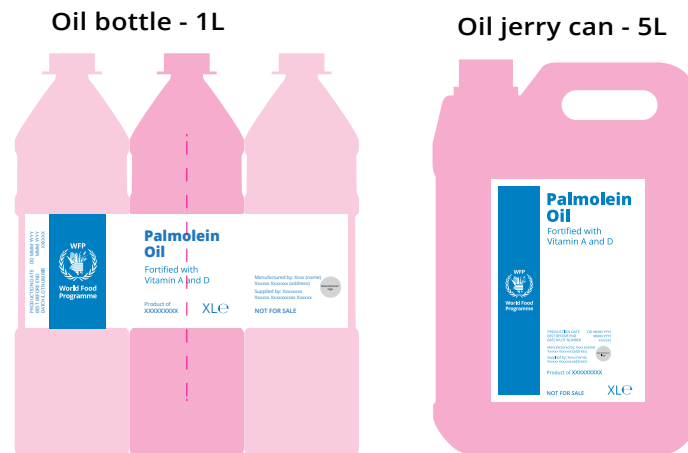


On bags, for example, the ribbon is printed as a thinner line to reduce environmental impact and to avoid ink seeping through to the commodity inside.

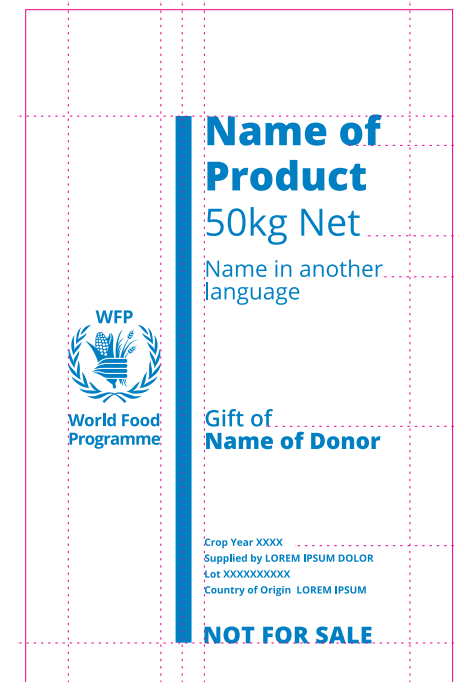
On plastic film, board and paper it is printed in solid WFP Blue. Yet, in all cases it is recognizable and distinctive, and strengthens the overall brand identity.

[Click here](#) to download the full set of templates.

[Click here](#) for guidance on how to manage bag markings for donations from private sector entities.



Bag, 10/25/50 Kg, standard and non-standard versions



High energy biscuits



SIGNAGE AND FIELD BRANDING

 [Back to contents](#)

Office signage

The WFP 'ribbon' graphic remains part of the WFP brand identity. It is used on large scale visibility assets such as office signage, MSU tent branding and packaging.

[Click here](#) for guidance on how to customize the ribbon, donor markings, interior décor and production recommendations.

For more detailed information on facility branding please [see this accompanying facilities guide](#). For any queries or support requests, please contact: msd.communications@wfp.org



Application examples



Office decor

Branded signage and photographic panels can also be used as interior decor for offices.

Use stunning photography with the WFP tag and create panels to decorate your office.

[Click here](#) to download the template available in Adobe Illustrator.

For more detailed information on facility branding please [see this accompanying facilities guide](#). For any queries or support requests, please contact: msd.communications@wfp.org



Warehouse branding (Wiikhall/MSU)

For full guidance and information
on MSUs please contact
unhrd.customerservice@wfp.org.



Field signage

Templates are available for project site and distribution point signage, customizable in Microsoft Publisher. [Click here](#) to download the field signage templates from the Multimedia Hub.

Project site signage



Project site signage



Distribution point signage



Truck markings

The set of truck markings consists of three adhesive elements and a tarpaulin cover.

The adhesive elements are printed in WFP Blue on conformable cast vinyl adhesive film and are plotter cut to shape. Tarpaulin covers are printed in WFP Blue on white PVC fabric.

[Click here](#) to download branding kit for a DAF 1800. [Click here](#) to download the branding kit for a Renault TRM 1000.

For full guidance on truck markings please contact the Global Fleet team hq.globalfleet@wfp.org.



Aircraft markings

WFP markings on planes are governed by a UN Aviation Standards agreement. Dimensions and positioning of branded elements will vary depending on the type of plane. For guidance regarding plane markings please contact the Aviation Service (OSCA) at WFP.Aviationinformation@wfp.org.



Light vehicle markings

For vehicle markings, the WFP ribbon is a plain WFP Blue stripe that runs vertically down the bonnet of the car.

The emblem, the acronym and the standard version of the logo are used on plain white vehicles and coverings as shown in the templates and examples provided.

All markings should be printed in WFP Blue on vinyl adhesive film. [Click here](#) to download guidance for a Toyota LC76 LandCruiser.

[Click here](#) to download guidance for a Toyota Prado.

For technical guidance on vehicle markings please contact the Global Vehicle Leasing Programme (GVLP) at gvlp_stafflist@wfp.org.

Toyota LC76 Land Cruiser



Toyota Prado



ACCESSIBILITY

As part of WFP's commitment to disability inclusion, this section of the Visual Brand Guide sets out guidance on best practices and useful resources to ensure that our communications products are as accessible to the widest audience possible. Accessibility in design ensures that those with disabilities, whether permanent, temporary or situational, can fully engage with the content with the help of assistive technology.

This guidance can be widely applied to various types of content including publications, PowerPoint presentations, social media content and video. Referring to the following checklists will help ensure that your product is as accessible as possible.

Content

- ✓ Make sure that your document has a clear, descriptive title reflective of its contents and that the author is identified in the document metadata.

- ✓ Ensure that your content is in a logical reading order and logical heading structure to sign post the document.

- ✓ Break up larger paragraphs of text for greater legibility.

- ✓ Avoid using excessive levels of bullet points.

- ✓ When including hyperlinks in your layout, ensure that you use a descriptive text, for example 'Download the publication'. Avoid inserting long URLs or text that gives little or no information about the download or link destination.

- ✓ Insert a hyperlinked table of contents.

Layout

- ✓ Use a WFP branded template to ensure adherence to brand compliancy and accessibility.
[Click here](#) to access the accessible brand templates.

- ✓ Ensure that your layout is clear, simple and consistent throughout.

- ✓ Use the 'Paragraph Styles' function available in InDesign or the styles panel in Word to ensure that the structure is correctly applied.

- ✓ Ensure that the heading structure is correctly applied to the text e.g Heading Level 1, Heading Level 2.

- ✓ Ensure that all text is aligned left, not justified and that automatic hyphenation is turned off, so words do not split over line breaks. Use the same orientation for all text.

Typography

- ✓ As specified elsewhere in this guidance document, Open Sans is WFP's corporate font and should be used in all cases. Use a minimum of 10pt in Open Sans on a 15pt leading/line spacing for document text. Increasing line spacing helps with legibility for those with low vision.

-
- ✓ Use **bold** only for emphasis and sparingly. Avoid using *italic* or underlining as this can make text more difficult to read.

-
- ✓ Avoid more than a few words of block capital letters.

-
- ✓ Avoid the **use of colours, including light and tinted, on small or regular text** to ensure enough contrast.

Colour usage

- ✓ Ensure that you are using the revised colour palette ([click here](#) to access) that has been developed to ensure greater contrast.

- ✓ Avoid using colour combinations with low contrast or faded background colours and gradients behind text to ensure elements are clearly legible for those with low vision.

- ✓ Ensure headings and meaningful content use a dark colour or even black. Body text should always be black.

- ✓ Colour should not be used as the only means of distinguishing or emphasising text. Consider that 1 in 8 men are colourblind so avoid colour combinations such as red and green. Take this into account when choosing colour for your document, especially in charts and graphs where this will determine the user's ability to correctly interpret the data.

- ✓ [Click here](#) to download the [Colour Contrast Analyzer](#) application and check the colour contrast evaluator ([click here](#) for more information when creating WCAG AA, AAA compliant colour themes).

Visuals and photography

- ✓ Alternative text (alt text) describes what is in an image for someone that cannot see and will read it aloud with a screen reader. Captions build on what is in an image, sharing more information about the photo context. For example, alt text could read “a small black dog” and a caption for the photo could read “This Labrador puppy is up for adoption!”

-
- ✓ Each visual element should include an alt text. This allows those with visual impairments to understand the visual with a screen reader. Consider what you want the reader to know about the image or visual and avoid using the automated description provided by the application which can be very basic and not always accurate.

-
- ✓ Make sure visuals appear next to where they are referred to in the text and where possible avoid putting type on top of them. Also, avoid embedding text into images as this cannot be detected by screen readers. If this is necessary, then ensure the image has an alt text description.

-
- ✓ For visual elements and graphics included in the layout for purely decorative purposes, these can be marked as such in the alt text function.

-
- ✓ Make sure that all photography has a short caption and the photographer is clearly credited.

Videos

- ✓ When producing videos, always use captioning or subtitling to ensure accessibility for those with hearing impairments, but also for people watching the video without sound.

Tables

- ✓ Keep your table as simple as possible with a logical reading order.
-
- ✓ Tables should contain a header row and column headers where appropriate.
Avoid empty rows, columns, or cells to separate content.
-
- ✓ Use the Paragraph Styles set up provided on the templates.
-
- ✓ Do not insert tables as images as these cannot be read by the screen reader.
-
- ✓ Avoid merging cells to simplify the structure of tables as they are not read by the screen reader.

Figures & charts

- ✓ Make sure all figures or charts have a clear, descriptive title and the source is referenced.
- ✓ Add titles on axes that clearly describe the data.
- ✓ Use data labels for each entry.
- ✓ Include an alt text description if needed.
- ✓ Make sure the graphic also works in monochrome, by using tints of a colour that have enough contrast.

Accessibility checker

- ✓ Make use of the built in accessibility checker available in your chosen application. This will scan the layout and flag any accessibility related issues.

Accessible branded templates

A variety of templates have been updated for accessibility purposes. These include templates for publications such as reports, factsheets and power point presentations in Adobe InDesign, Microsoft Word and PowerPoint. [Click here](#) to download the templates.

Training resources

There are a number of training resources available in the Disability Inclusion section of WFPgo for more detailed instruction on how to create accessible layout in Adobe InDesign, Acrobat and Microsoft Word and PowerPoint. [Click here](#) to access these training resources.

Accessibility guidance

[Click here](#) to access the “Disability Inclusion and COM” for information on disability-inclusive and accessible communications, advocacy and marketing.

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Samantha Reinders, WFP/Cynthia Matonhodze

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