



GP20 Activities Visibility Note

FOR THE USE OF PARTNERS WORKING TO
PREVENT, ADDRESS AND RESOLVE INTERNAL DISPLACEMENT

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Introduction

In 2018, the Guiding Principles on Internal Displacement¹ mark their 20th anniversary. Noted by the UN Commission on Human Rights in 1998, the Guiding Principles have become the accepted international standard for the protection of internally displaced persons (IDPs). A number of States have used them to guide the creation of national legislation, policies, and strategies on internal displacement. Confirmed numerous times by the UN General Assembly, they are also widely regarded as the benchmark for preventing, responding to, and finding solutions to internal displacement.

Despite this important progress in the last twenty years, the majority of States coping with large-scale displacement still do not have national IDP laws or policies. There are also important and persistent challenges to implementing the Guiding Principles, including the need to increase the engagement of IDPs in the decisions that affect them, and the need to ensure that collective efforts address the root causes of internal displacement.

In view of the foregoing, the 20th anniversary of the Guiding Principles (henceforth “GP20”) is a unique opportunity for us to join our efforts worldwide to re-invigorate national-level action to enhance IDP protection, and to work more concertedly with a broad range of stakeholders on prevention and solutions. The GP20 Plan of Action² provides a framework to galvanise national-level action for the benefit of IDPs from 2018 to 2020. Partners working on prevention, protection and solutions to internal displacement are well placed to engage in this global Plan of Action.

It is anticipated that national-level action, if pursued globally and collectively around the theme “Prevent, Protect, and Resolve”, can support system-wide efforts to work with IDP-affected States and a range of stakeholders – in a manner that identifies both the challenges and the targeted support that international actors can bring.

1. Visibility to GP20 Activities

The Global Protection Cluster has established a dedicated a webpage on the GP20 Plan of Action as well as a webpage to capture activities in support of the Plan of Action.

1.1. Communicate your activities through the dedicated GP20 webpage

The dedicated GP20 webpage has several functionalities in support of the mandate of the Special Rapporteur.

¹ Guiding Principles on Internal Displacement, 1998 ([AR](#), [EN](#), [ES](#), [FR](#), [RU](#))

² Available at: <http://www.globalprotectioncluster.org/news/2018/gp20-plan-of-action.html>

Functions:

- National, regional and global level activities – all visible at one glance on an interactive world map;
- Generate a list of all events taking place by clicking on the respective colour codes on the interactive map; and
- Make use of the calendar function to search by date for events.

Submit your activities and initiatives:

Submit your and partners' initiatives and events by filling the [submission form](#). If you have questions reach out to us at GP20@unhcr.org or GPC@unhcr.org.

2. Visual Elements

2.1 Make use of the GP20 brand

For visibility purposes, any communication related to GP20 initiatives and events, must entail the GP20 logo. This includes for example external reports, fundraising documents, and event communication on events, workshops and trainings. The GP20 logo is available in English, French and Spanish for [download](#).

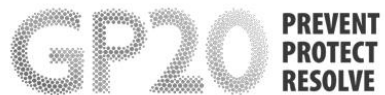
2.2. Logo Guidelines

The different logo versions in colour, black and white are available for [download](#). The logos are available in English, French and Spanish.

2.2.1 Logo Versions



DO USE CMYK/RGB Standard version for use on white/light backgrounds.



DO USE GRAYSCALE Version for use in black & white documents.



DO USE ONE COLOUR (black) for use on specific products or printing techniques.



DO USE ONE COLOR (white) for use on specific products (or printing techniques).



DO USE CMYK/RGB white text Standard version for use on dark backgrounds.

2.2.2 Logo Combinations

As a general rule, when using the GP20 logo in combination with other logos ensure the **partner logo precedes** the GP20 logo.



Please ensure that the black in “Prevent Protect Resolve is in the following color: CMYK 0 0 0 100. This way, the black will be printed out correctly.

2.2.3 Incorrect logo use

- X DO NOT** distort the logo
- X DO NOT** use another colour for the logo other than provided
- X DO NOT** use low resolution versions of the logo
- X DO NOT** place the logo over an image that make it illegible
- X DO NOT** change or alter the text
- X DO NOT** make the partner logo appear more dominant.

For questions regarding the use of the logo, please contact us at GP20@unhcr.org and/or GPC@unhcr.org.

2.3 Colour palette

Whenever possible apply this colour palette to layout and format GP20 products.

Otherwise use the nearest equivalent.

ONLY use colour to help differentiate between types of information.

GP20 BLUE CMYK: 90 72 0 0 RGB: 50 79 158 HEX: #324F9E	80%	60%	40%	20%
GP20 PURPLE CMYK: 42 75 0 0 RGB: 164 88 158 HEX: #A4579D	80%	60%	40%	20%
GP20 RED CMYK: 10 90 90 0 RGB: 215 53 38 HEX: #D63426	80%	60%	40%	20%
GP20 ORANGE CMYK: 0 75 95 0 RGB: 236 103 26 HEX: #EC6619	80%	60%	40%	20%
GP20 YELLOW CMYK: 0 18 85 0 RGB: 255 209 50 HEX: #FFD132	80%	60%	40%	20%

2.4 Typography

2.4.1 Primary typeface

For professional documents created using InDesign or Illustrator, the typeface Proxima Nova is used. Arial typeface is used for all other documents.

Regular

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklmnopqrstu**vw**yz

12356890@#**%**^&*(){}[]!?:;.,

Bold

ABCDEFGHIJKLMNOP**QRSTUVWXYZ**

abcdefghijklmnopqrstuvw**yz**

12356890@#%**^&*(){}[]!?:;.,**

Prevent
Protect
Resolve

Myriad Pro Black Cord is the typeface colour used, which you can [download here](#) and install on your computer.

3 Examples

3.1 Email Signature Sign-off

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