

## H2H Network

### 2020 Branding Guidelines

Building awareness of the H2H Network, funded projects and member activities, as well as advocating for humanitarian-to-humanitarian services more broadly, is a joint effort. These guidelines aim to help H2H Network members with their communications and advocacy activities.

#### Writing the network name correctly

**H2H Network** is the principal brand.

- On first reference, spell out H2H Network (with the 'N' upper case). Afterwards, it can be referred to as 'the network'.
- 'the' before H2H Network is lower case.

On first use, a short explanation can accompany the network name:

- Technical services for better humanitarian action.
- Integrated, collaborative services for a more efficient, accountable and effective humanitarian response.

The network is hosted by Danish Refugee Council. Major communication pieces such as press releases and reports should include "hosted by the Danish Refugee Council (DRC)".

#### Referring to the fund

The **H2H Fund** is a funding mechanism for H2H Network members. It should be referred to in reference to the network.

- e.g. The H2H Fund is a funding mechanism for H2H Network members.
- The fund is a rapid funding vehicle for network members responding to humanitarian crises.

Afterwards, it can be called 'the fund'. There is not a separate logo for the fund. The network logo should be used with reference to the fund in narrative (see guidelines for fund recipients below).

#### Logo usage

All communications products from outside the H2H Network core team should use the full H2H Network logo. It should only ever appear in black or white, depending on the lightness of the background color.



Black logo (digital)

**h——h**  
**H2H Network**  
Humanitarian  
Action Support

White logo (digital)

The colored backgrounds below are NOT part of the H2H Network logo. They demonstrate how to use the white logo on various dark backgrounds.



**Logo clear space and minimum sizing**

- For the screen, the minimum image size is 160px.
- For print, the minimum image size is 16mm.
- The clear space is twice the width of the 'h'.
- Do not stretch or distort the logo.

**Guidelines for fund recipients**

The H2H Fund is a funding mechanism for network members, and it is currently supported by UK aid from the UK government's Department of International Development. Grantees should include the H2H Network logo and the UK aid logos on communication products that represent the funded project. They should be of equal size to other logos. [Link to UK aid files here](#)

Narrative reports and project products should reference support from the fund:

- e.g. "This project was funded by the H2H Network's H2H Fund, which is supported by UK aid from the UK government".

In social media posts, the following handles should be included:

@H2H\_network, @DFID\_UK

Please consider using the following hashtags:

#H2H, #UKaid, #AidWorks

**Boilerplate**

The H2H Network, which stands for 'humanitarian-to-humanitarian' network, consists of approximately 50 organizations that provide high-quality and integrated services to support other humanitarian responders. The network supports its members as they apply cutting-edge expertise, techniques and innovation to improve programming and outcomes. The H2H Fund is a network service that enables members to quickly provide their services in specific emergencies.

(or)

The H2H Network brings together independent, technical service providers and advocates for humanitarian-to-humanitarian support as a core component of emergency response. Members bring technical expertise and cross-cutting services to improve the quality, accountability and efficiency of humanitarian action. Services include data gathering, analysis and information management, community engagement, standard setting, capacity building, research and learning as well as security, logistics and stand-by capacities. The network's H2H Fund is a service for members, enabling them to quickly provide their services when an emergency strikes. The network develops support packages for sudden-onset crises and spikes in protracted crises, offering technical services directly to humanitarian responders at all levels. The H2H Network is currently supported by UK aid from the UK government and provides its members with tools, support and funding through the H2H Fund. The core team and fund are hosted by the Danish Refugee Council.