



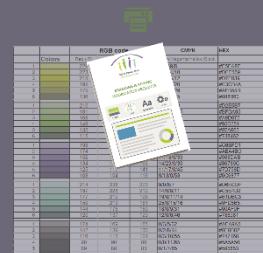
Child Protection Area of Responsibility

INFORMATION MANAGEMENT TUTORIALS

For CP IM Specialists, Coordinators, and Coordination Groups

Creation, Branding & Styling Information Products

June 2025



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<https://cpaor.net/information-management-resources>

Introduction:

What Is Branding an Information Product?

It is the process of applying visual, structural, and content standards to information products outputs to:

- Reflect the cluster's identity.
- Signal credibility, professionalism, and consistency.
- Facilitate recognition by partners, donors, and coordination groups.
- Reinforce accountability and traceability of data sources.

CP AoR Branding guidance:

This document outlines the branding guidelines for the Country Child Protection AoR. It provides clear instructions on the correct and consistent use of the CP AoR logo and the text that is added to it across all collaborative products, including maps, dashboards, reports, and guidance documents. Proper application of these standards ensures visibility, credibility, and alignment with the identity of the Child Protection AoR.

What Is Styling an Information Product?

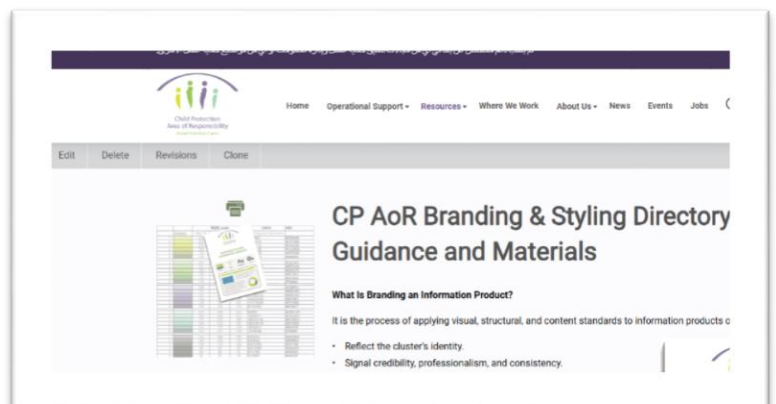
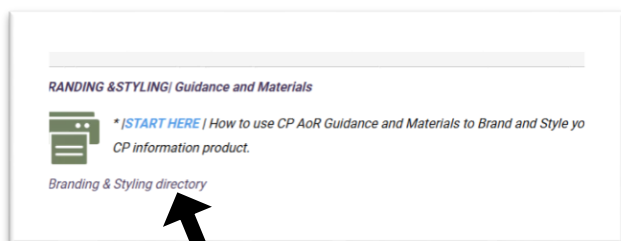
The styling ensures documents and materials are easily recognizable, promoting consistency in style and format.

The styling illustrates:

The **use** and **placement** of the CP AoR Logo, Text formatting, Document's colors palettes, Tables formatting, Page numbers, Photo credits, References, Spelling, Acronyms & Abbreviations, and formatting of Numbers.

Accessing the directory and downloading the Branding and Styling guides:

Access the "Branding & Styling" directory from the CP AoR Information Management Resources page at the link <https://cpaor.net/information-management-resources/cp-aor-branding-styling-directory-guidance-and-materials>.



From the directory page **download** both the **Branding** and the **Styling** guides for your selected language, (the branding guide is available in **English, French, and Spanish** languages).

Child Protection AoR Branding Guidelines :

This document outlines the branding guidelines for the Country Child Protection AoR. It provides clear instructions on the correct and consistent use of the CP AoR logo and the text that is added to it across all collaborative products, including maps, dashboards, reports, and guidance documents. Proper application of these standards ensures visibility, credibility, and alignment with the identity of the Child Protection AoR.

The branding guidelines are **available in English, French, and Spanish** languages.

Child Protection AoR Style Guide :

The style guide ensures documents and materials are easily recognizable, this guide will illustrate :

the use and placement of the CP AoR Logo, Text formatting, Document components, Photo credits, References, Spelling, Acronyms & Abbreviations, and

The style guide is available in **English**

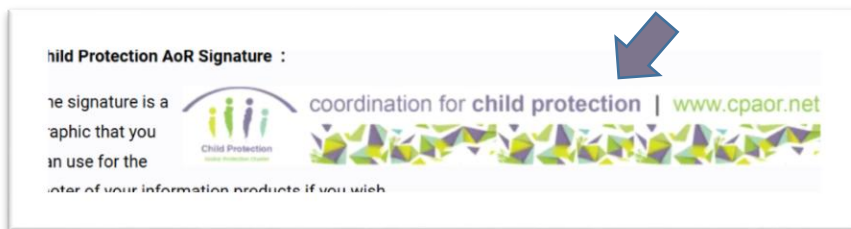
Steps of branding and styling your CP AoR Information Product:

Be sure to spend enough time reading both the CP AoR's Branding and Styling guides before downloading and using the resources from this directory. When you feel that you have a good understanding of the rules as described in the manual, then you can proceed with creating/branding and styling your information product.

The following are suggested steps for easy and effective styling:

STEP 1: Download CP AoR logos in your desired language from the same directory's page under “**Materials/ Child Protection AoR Logo**”

STEP 2 (Optional): You can also download the **Child Protection Signature**, if you wish to use it at the bottom of your product.



STEP 3: On the same page and under “**Icons:**” download the set of the icons that is relevant to your production.

2015 .	
Child Protection icons	Download zip file
Humanitarian Icons (OCHA)	Download zip file
Countries Icons (OCHA)	Download zip file
UNICEF Style Icons (Black)	Download zip file
Other Icons	Download zip file

- It is highly recommended that you download all the icons sets and review them before you decide and choose which are best suited to your production's concept.
- It is also recommended that you look at well-polished and composed information products of other countries on the CP AoR website at (<https://cpaor.net/where-we-work>) . You can gain a lot of inspiration and get some nice ideas for the content and design of your work by reviewing them.

STEP 4: After downloading all the resources and learning how to brand and style, you can now start designing your product.

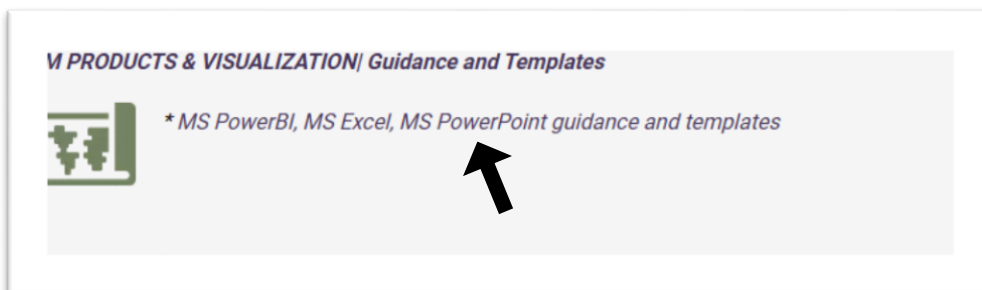
Using pre-branded/styles templates :

Another great and convenient way to ensure creation of a well-branded and styled product is by downloading and using one of the templates provided on the IM resources page instead of starting from scratch. All templates are fully customizable, so you can change, add, or remove any part based on your project.

The templates are available for Microsoft Word, Microsoft PowerPoint, Microsoft Excel, and Microsoft PowerBi. Besides branding and styling, some templates have infographics, maps, and some are multilingual.

Example of creating CP styled Infographic using a customizable MS PowerPoint template:

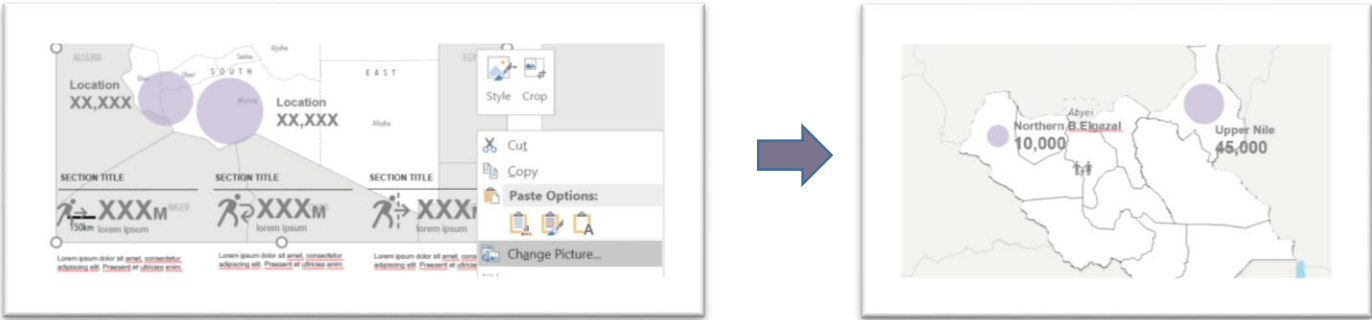
STEP 1: From the Information Management Resources page at <https://cpaor.net/information-management-resources>, and under “**IM PRODUCTS & VISUALIZATION | Guidance and Templates**” click on “[MS Word](#), [MS Excel](#), [MS PowerPoint](#), [MS PowerBi](#)” link to access the templates page.



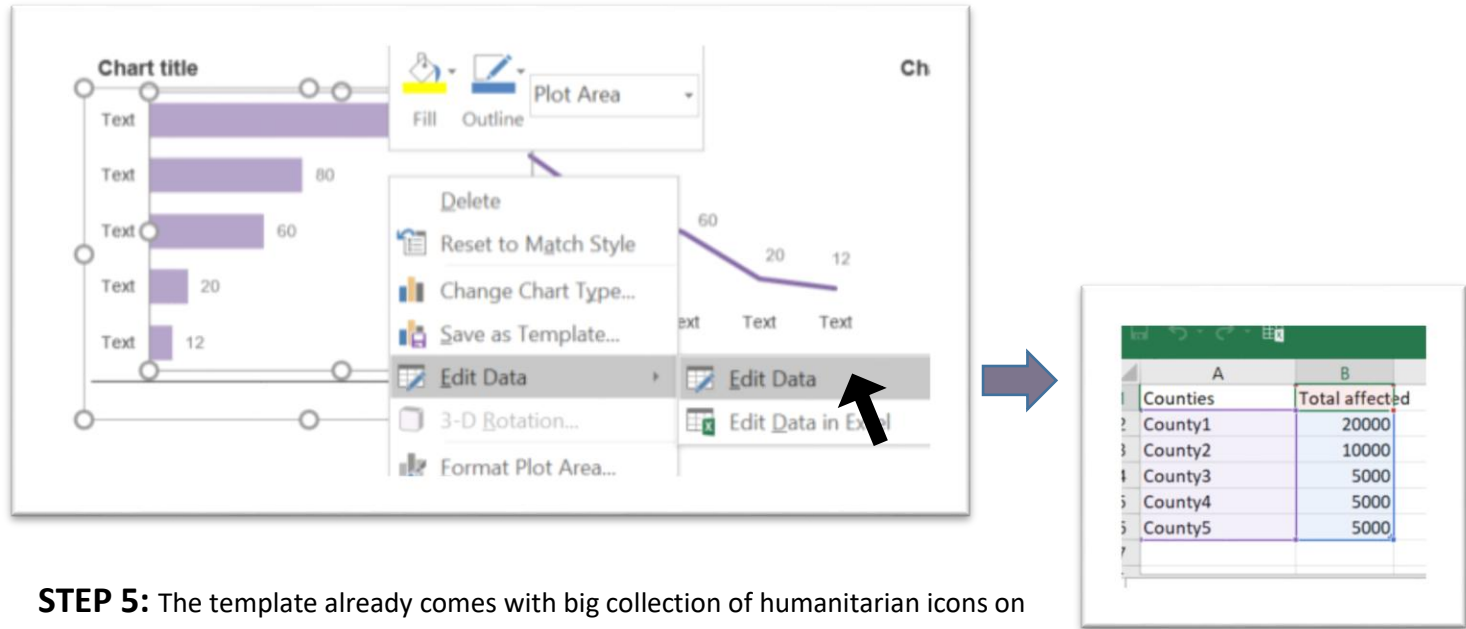
STEP 2: Under “MS PowerPoint :” click on the first link on the top “**Infographics kit - English - PowerPoint file**” to download the template file (**CP-LBY-Infographics-Kit.pptx**).



STEP 3: Right-click the map on the first page of the infographic, then select **"Change picture"** from the pop-up menu to replace the current demo map with the map you have prepared that matches your concept and data.



STEP 4: By right-clicking on any graph on the page, you can choose **"Edit Data"** to replace the default "Text" with your rows-titles, and the values under **"Data"** with the values from your source data. You can also add/remove rows from the graph's table to match your data.



STEP 5: The template already comes with big collection of humanitarian icons on pages "5" and "Page6". You can choose to add to your product from them.

Humanitarian Icons



Humanitarian Icons



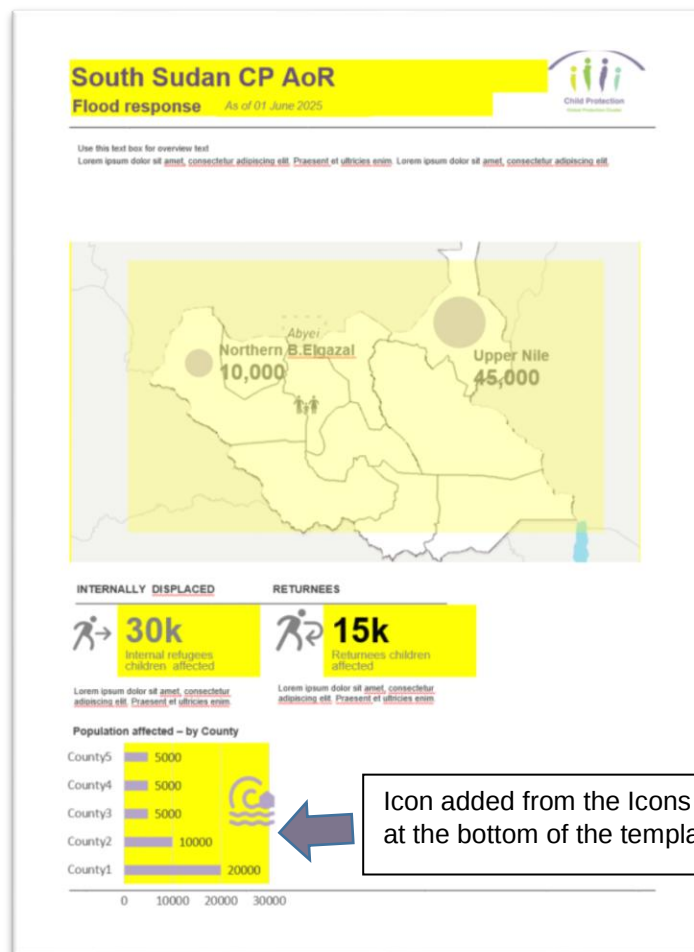
STEP 6: Repeat the same steps for the other pages or you can delete the extra pages from the template document (including the icons pages) and keep only the relevant ones before you save the file with the final name of your product.

Use the same method with all the other provided templates.

It is extremely convenient to use templates, but before you begin you need to prepare your data in Excel sheets, create a vision for how your data should be presented, and write a message about what you are trying to convey with your analysis report, map, or infographic.

For an information product to be meaningful, useful and usable, it is essential that the aims of this product be well- defined before the design process.

Demo of an updated template (*updates are highlighted in yellow color*)



For assistance with performing any of the steps/tasks described in this guide, please contact the CP AoR helpdesk at:

cp-aor@unicef.org



coordination for child protection | www.cpaor.net

