Shelter Cluster Brand Guidelines

A consistent visual appeal is important for any brand or organization. Following these brand guidelines in all our publications, documents and presentations will help with brand recognition of the Global Shelter Cluster.

These brand guidelines are a living document. There are meant to help Shelter Cluster staff at headquarters or in the field without overburdening anyone and will be slowly developed in the course of 2013.

Shelter Cluster logotype

The Shelter Cluster logotype consists of four elements:

- The Shelter Cluster logo: a pictogram of a house, one wall of which is a hand.
- The name “Shelter Cluster” followed preceded by either the word “Global” or followed by the name of the country.
- The text “ShelterCluster.org”, with the “S” and the “C” being capitalized. In rare, justified cases, the URL can be replaced with the name of the document type. The country factsheets are such an example. However, in general, the logotype is not supposed to be used to replace the document title.
- The tagline “Coordinating Humanitarian Shelter”.

The font used in the logotype is Verdana. Only the first line of the logotype is in bold.

Details:

- Colour: RGB: 127,20,22
  Hex: 7f1416;
- Colour: RGB: 148,64,49
  Hex: 944031;
- Colour: RGB: 88,89,91
  Hex: 58595b;
- Font: Verdana, normal, at least 1 pt smaller than the first line
- Font: Verdana, bold at least 1 pt larger than the following two lines.

The gap between the icon and the text is approximately 2 space-keys wide.

The text may not extend above or below the logo.
**The Shelter Cluster logo in context**

Compared to other organizations, the Shelter Cluster logotype requires comparatively much horizontal space. In some cases this will lead to problems (see Figure 1 and Figure 2).

In these cases, the logo can be used without the accompanying text or with only some elements of the logotype. The Global Focal Point for Communications and Advocacy can help in these cases.

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**Figure 1** The square dimensions and small size of the Twitter profile picture would have made the complete logotype completely illegible. Therefore the tagline and the URL were moved outside the picture.

**Figure 2** Example of an email-signature of a multi-sector cluster coordinator. The complete Shelter Cluster logotype would be too wide in a case like this, and only the graphic could be used. However, in this case the correct logo colours should be used.
Colours

Primary colour

RGB: 127, 20, 22
Hex: 7f1416

The primary colour of the Shelter Cluster is a deep, reddish brown that is reminiscent of the colour of bricks used in construction. This brown is also the most prominent colour in the Shelter Cluster logotype.

Accent colours

Accent colours are mainly used in charts. These accent colours already pre-defined in the Shelter Cluster Word and Powerpoint templates.

The 100% dark blue (04314c) is also the default colour for headlines in Word and Powerpoint. For charts, the Shelter Cluster is using the 80%-versions of the colours.

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<th>255,177,0</th>
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