

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. They 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.

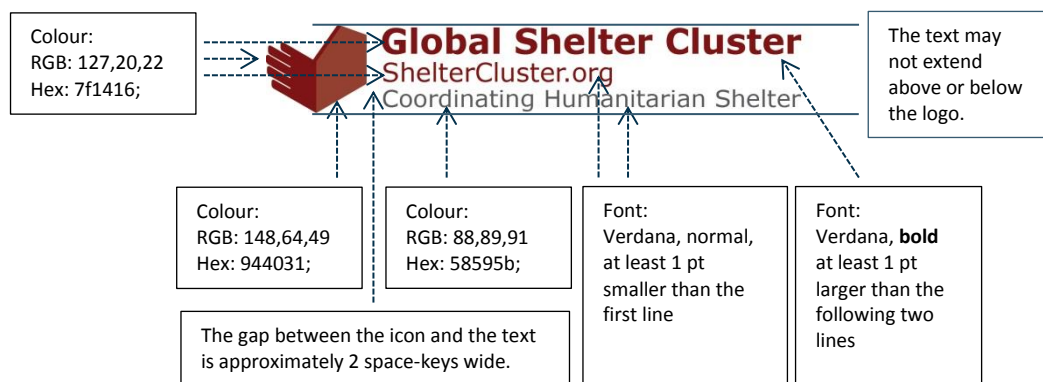
Shelter Cluster logotype

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**.

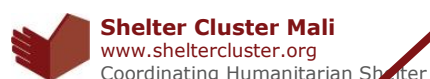
Details:



Global	National	Special Products
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DO NOT



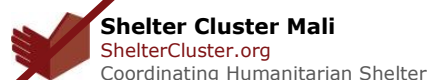
Do *not* add www to the URL or change ShelterCluster.org to sheltercluster.org



Do *not* put the name of the country before “Shelter Cluster”.



Do *not* change the font sizes so the text is higher than the logo.

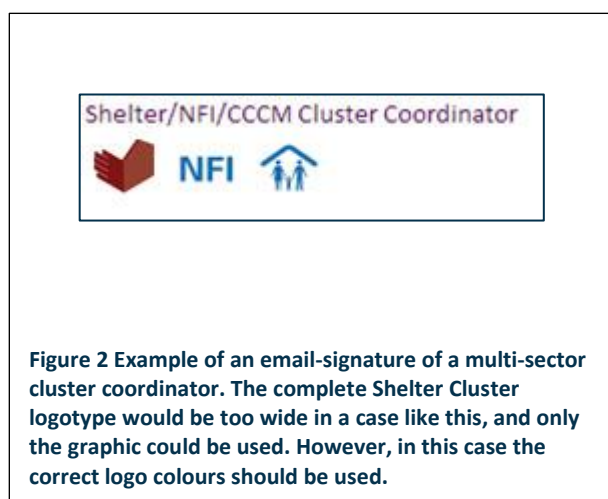


Do *not* change the colours

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.



Colours

Primary colour

RGB: 127, 20, 22
Hex: 7f1416

80 %	60 %	40 %	20%
153,67,69	178,114,115	204,161,161	229,208,208
994345	b27273	cca1a2	e5d0d0

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.

100 %	252,0,0 fc0000	127,20,22 7f1416	101,182,48 65b630	255,177,0 ffb100	4,49,76 04314c	22,135,203 1687cb
80 %	253,51,51 fd3333	153,67,69 994345	132,197,89 84c559	255,193,51 ffc133	54,90,112 365a70	69,159,213 459fd5
60 %	253,102,102 fd6666	178,114,115 b27273	163,211,131 a3d383	255,208,102 ffd066	104,131,148 688394	115,183,224 73b7e0
40 %	254,153,153 fe9999	204,161,161 cca1a2	193,226,172 c1e2ac	255,224,153 ffe099	155,173,183 9badb7	162,207,234 a2cfea
20 %	254,204,204 fecccc	229,208,208 e5d0d0	224,240,214 e0f0d6	255,239,204 ffefcc	205,214,219 cdd6db	208,231,245 d0e7f5