



GLOBAL  
**SHELTER CLUSTER**

Coordinating Humanitarian Shelter and Settlements

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# BRAND GUIDELINE

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# WHO WE ARE

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The Global Shelter Cluster (GSC) is an Inter-Agency Standing Committee (IASC) coordination mechanism that supports people affected by disasters and internally displaced people affected by conflict with the means to live in safe, dignified and appropriate shelter. The GSC enables better coordination among shelter actors, including local and national governments, so that people who need shelter assistance get help faster and receive the right kind of support.

The Global Shelter Cluster was established in 2005 and it is co-led by UNHCR (conflict IDP situations) and IFRC (natural disasters) at the global level. The Shelter Cluster is an inter- agency mechanism that coordinates shelter, settlement, and shelter-related non-food items (NFIs) during a humanitarian response for internal displacement (IDP) situations.

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## LOGO VERSION 1



SHELTERS



PEOPLE

This logo should be used **ALONE**, when it is not associated with other logo. For example, on GSC posters, cover pages of GSC publications, etc...

## VARIATION



# 1

## LOGO VERSION 2



This logo should be used for small formats or when it is associated with other logo, in order to keep the readability of the text.

## VARIATION



# 2

## CLEAR-SPACE & SCALE

### CLEAR SPACE

The minimum clear-space around the logo preserve its integrity and should be always maintained. The minimum clear-space is determined by the height of the text “Global Shelter Cluster” and should be applied on all four sides of the logo. To maintain visual clarity and provide maximum impact, the logo must never be crowded by copy, photographs or graphical elements or be placed too close to the edge of the page.



### SCALE

For a reason of legibility, the logo should never appear smaller than the minimum size shown on this page. When the logo is used at his minimum size, it should appear without the baseline.



# 3

## INCORRECT LOGO USAGE



**GLOBAL  
SHELTER CLUSTER**

Coordinating Humanitarian Shelter and Settlements



**DO NOT** reposition or resize the elements of the logo



**GLOBAL  
SHELTER CLUSTER**

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**DO NOT** change the colors of the logo



**GLOBAL  
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**DO NOT** change the opacity of the logo



**GLOBAL  
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**DO NOT** rotate or distort the logo

# 4

## COUNTRIES LOGO



### BANGLADESH SHELTER CLUSTER

Coordinating Humanitarian Shelter and Settlements



### NEPAL SHELTER CLUSTER

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### CAMEROON SHELTER CLUSTER

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### PHILIPPINES SHELTER CLUSTER

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### HONDURAS SHELTER CLUSTER

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### YEMEN SHELTER CLUSTER

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### MADAGASCAR SHELTER CLUSTER

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# 5

## GSC COLORS

### PRIMARY COLOR PALLETTE

These colors are the colors of the logotype. They are considered as the primary color palette. Their use is predominant. GSC Red is the main color (titles, etc.).



GSC RED

HEXA  
#630710

RGB  
99 7 16

CMJN  
30 100 98 40



BEIGE

HEXA  
#bcaa8d

RGB  
188 170 141

CMJN  
22 24 38 0



LIGHT GREY

HEXA  
#c5b7aa

RGB  
197 183 170

CMJN  
23 25 31 0



WARM GREY

HEXA  
#978b81

RGB  
151 139 129

CMJN  
42 41 46 5



# 5

## GSC COLORS

### SECONDARY COLOR PALLETTE

The secondary color palette can be used in addition of the primary colour palette. They are always used as a second choice. It is recommended to use them when the main colors are not enough to cover all the design cases. These colors can be used in graphic elements such as boxes, graphics (pie or bar charts), illustrative elements, etc.



DARK BLUE

HEXA  
#003764

RGB  
0 55 100

CMJN  
100 83 35 24



BLUE

HEXA  
#0082cb

RGB  
0 130 203

CMJN  
82 41 0 0



GREEN

HEXA  
#00b398

RGB  
0 179 152

CMJN  
77 2 52 0



ORANGE

HEXA  
#f3732c

RGB  
243 115 44

CMJN  
0 68 93 0



DARK GREY






HEXA  
#7b6d65





RGB  
123 109 101

CMJN  
50 51 54 17

# 5

## GSC COLOR RAMPS






	HEX	RGB	CMYK
	<b>GSC Red 1</b>	#640811	99 7 16 100 78 35 28
	<b>GSC Red 2</b>	#823940	130 57 64 32 77 59 18
	<b>GSC Red 3</b>	#a16a70	161 106 112 30 54 39 2
	<b>GSC Red 4</b>	#c19c9f	193 156 159 19 32 23 0
	<b>GSC Red 5</b>	#e0cdcf	224 205 207 8 14 9 0

	HEX	RGB	CMYK
	<b>Beige 1</b>	#bcaa8d	188 170 141 22 24 38 0
	<b>Beige 2</b>	#c9bba4	201 187 164 17 18 28 0
	<b>Beige 3</b>	#d7ccbb	215 204 187 12 13 19 0
	<b>Beige 4</b>	#e4ddd1	228 221 209 7 8 12 0
	<b>Beige 5</b>	#f2eee8	242 238 232 3 3 5 0






	HEX	RGB	CMYK
	<b>Light Grey 1</b>	#c5b7aa	197 183 170 23 25 31 0
	<b>Light Grey 2</b>	#d1c5bb	209 197 187 18 20 24 0
	<b>Light Grey 3</b>	#dcd4cc	220 212 204 13 13 17 0
	<b>Light Grey 4</b>	#e8e2dd	232 226 221 8 9 10 0
	<b>Light Grey 5</b>	#f3f1ee	243 241 238 3 3 4 0

	<b>Warm Grey 1</b>	#978b81	151 139 129 42 41 46 5
	<b>Warm Grey 2</b>	#aca29a	172 162 154 35 33 37 1
	<b>Warm Grey 3</b>	#c1b9b3	193 185 179 25 23 26 0
	<b>Warm Grey 4</b>	#d5d1cd	213 209 205 16 13 16 0
	<b>Warm Grey 5</b>	#eae8e6	234 232 230 7 6 7 0

	<b>Dark Blue 1</b>	#003764	0 55 100 100 83 35 24
	<b>Dark Blue 2</b>	#335f83	51 95 131 86 60 30 10
	<b>Dark Blue 3</b>	#6687a2	102 135 162 65 40 25 1
	<b>Dark Blue 4</b>	#99afc1	153 175 193 41 23 16 0
	<b>Dark Blue 5</b>	#ccd7e0	204 215 224 19 9 7 0

	<b>Blue 1</b>	#0082cb	0 130 203 82 41 0 0
	<b>Blue 2</b>	#339bd5	51 155 213 72 25 0 0
	<b>Blue 3</b>	#66b4e0	102 180 224 56 14 2 0
	<b>Blue 4</b>	#99cdea	153 205 234 37 7 2 0
	<b>Blue 5</b>	#cce6f5	204 230 245 18 2 1 0

	<b>Green 1</b>	#00b398	0 179 152 77 2 52 0
	<b>Green 2</b>	#33c2ad	51 194 173 68 0 42 0
	<b>Green 3</b>	#66d1c1	102 209 193 55 0 32 0
	<b>Green 4</b>	#99e1d6	153 225 214 37 0 20 0
	<b>Green 5</b>	#ccf0ea	204 240 234 18 0 10 0

	<b>Orange 1</b>	#f3732c	243 115 44 0 68 93 0
	<b>Orange 2</b>	#f58f56	245 143 86 0 53 72 0
	<b>Orange 3</b>	#f8ab80	248 171 128 1 39 50 0
	<b>Orange 4</b>	#fac7ab	250 199 171 1 25 30 0
	<b>Orange 5</b>	#fde3d5	253 227 213 0 12 13 0

	<b>Dark Grey 1</b>	#7b6d65	123 109 101 50 51 54 17
	<b>Dark Grey 2</b>	#958a84	149 138 132 43 41 45 5
	<b>Dark Grey 3</b>	#b0a7a3	176 167 163 33 31 32 0
	<b>Dark Grey 4</b>	#cac5c1	202 197 193 21 18 20 0
	<b>Dark Grey 5</b>	#e5e2e0	229 226 224 9 8 9 0

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## GSC FONTS

### PRIMARY TYPEFACES & FONT HIERARCHY

AVENIR NEXT or AVENIR NEXT LT Pro is used for the logotype. AVENIR NEXT REGULAR or **AVENIR NEXT REGULAR BOLD** is recommended, always used in capital letters, for headlines, and main informations.

**Calibri Regular** in lowercase letters is the baseline fon. This font is suggested for secondary informations and current text. Use *Calibri italic* for quotations.

AVENIR NEXT MEDIUM

AVENIR NEXT BOLD

Calibri

Current Text:

Calibri

Size of text: 10pt

Line spacing: 15pt

# GLOBAL SHELTER CLUSTER

## Coordinating Humanitarian Shelter and Settlements

Ciliciam vero, quae Cydno amni exultat, Tarsus nobilitat, urbs perspicabilis hanc condidisse Perseus memoratur, Iovis filius et Danaes, vel certe ex Aethiopia profectus Sandan quidam nomine vir opulentus et nobilis et Anazarbus auctoris vocabulum referens, et Mopsuestia vatis illius domicilium Mopsi, quem a conmilatio Argonautarum cum aureo vellere direpto redirent, errore abstractum delatumque ad Africae litus mors repentina consumpsit, et ex eo cespite punico tecti manes eius heroici dolorum varietati medentur plerumque sospitales. Primum delectari contemnere delectari isdem quod primum quibus Euripidis oderit inimicus Euripidis eos litteras expressas.

## SYSTEM FONTS

In some cases, the primary typefaces may be unavailable. It is acceptable to use an approved cross-platform system typeface available on most computers.

CENTURY GOTHIC REGULAR and **CENTURY GOTHIC BOLD** are recommended in capital letters for headlines and subheadlines. **Arial** is suggested for current text.

CENTURY GOTHIC REGULAR

**CENTURY GOTHIC BOLD**

Current Text:

Arial

Size of text: 9,5pt

Line spacing: 15pt

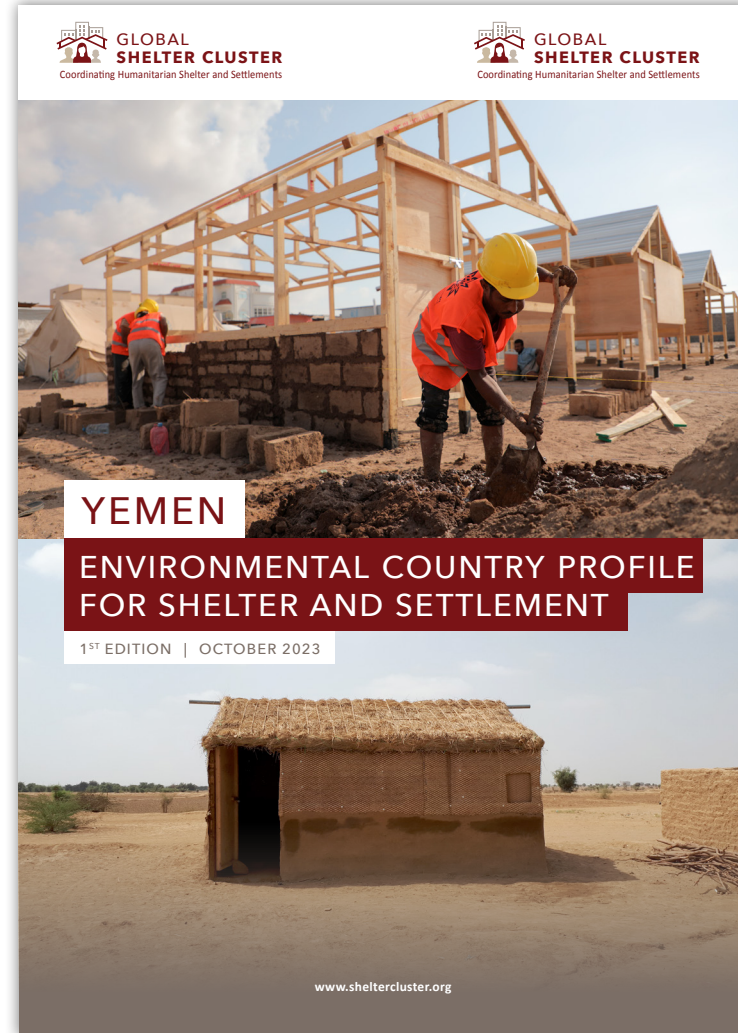
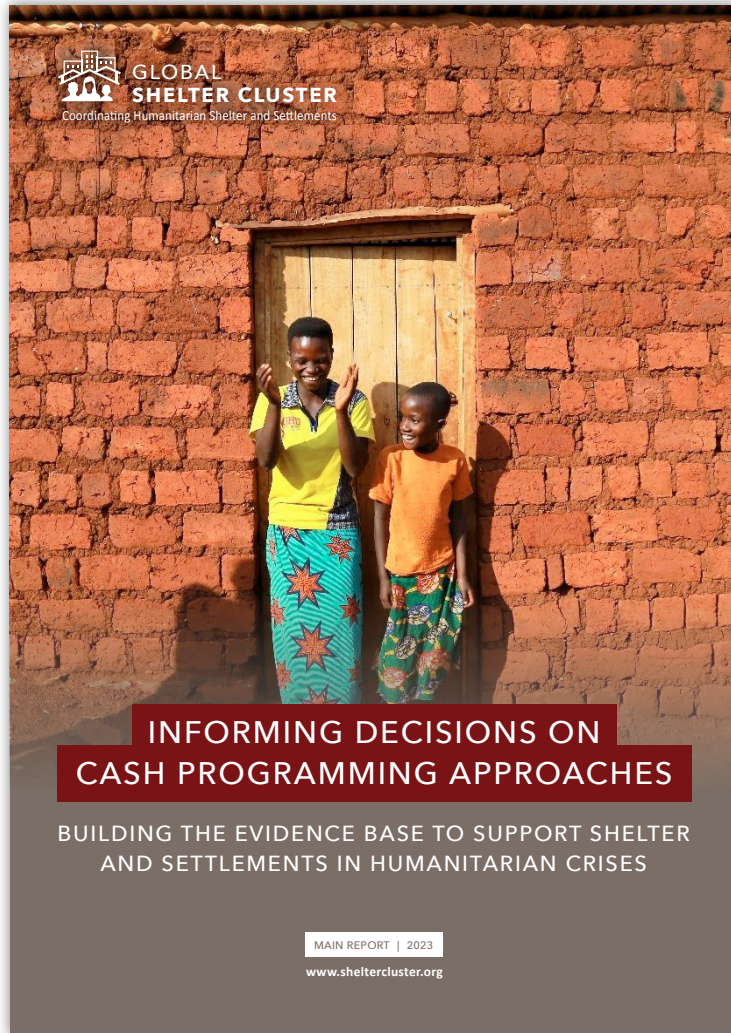
## ALTERNATIVE FONT **ALTERNATIVE FONT**

Ciliciam vero, quae Cydno amni exultat, Tarsus nobilitat, urbs perspicabilis hanc condidisse Perseus memoratur, Iovis filius et Danaes, vel certe ex Aethiopia profectus Sandan quidam nomine vir opulentus et nobilis et Anazarbus auctoris vocabulum referens, et Mopsuestia vatis illius domicilium Mopsi, quem a conmililitio Argonautarum cum aureo vellere direpto redirent, errore abstractum delatumque ad Africae litus mors repentina consumpsit, et ex eo cespite punico tecti manes eius heroici dolorum varietati medentur plerumque sospitales. Primum delectari contemnere delectari isdem quod primum quibus Euripidis oderit inimicus Euripidis eos litteras expressas.

# 7

## TEMPLATES OF COVER PAGES

REPORT  
Cover Page



COUNTRY  
PROFILE  
Cover Page



# 8

## POWERPOINT TEMPLATE

Different versions for cover slide



Chapters / Parts slides



Welcome slide for event



Text slide

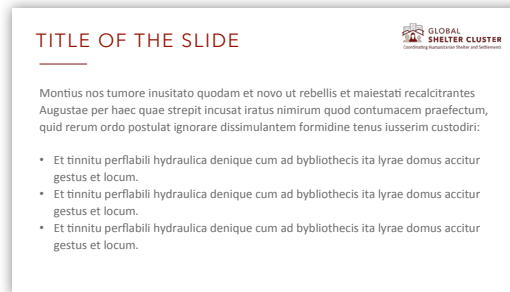
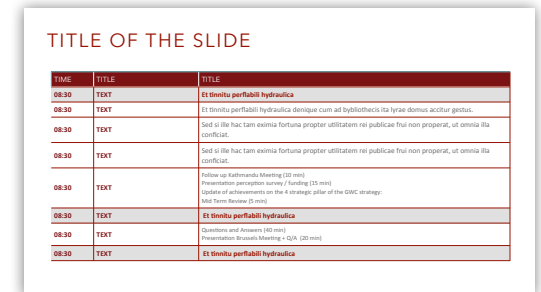


Table slide

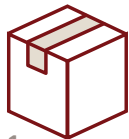


# 9

## ICON LIBRARY



PEOPLE  
SUPPORTED



1



2

NFI  
INTERVENTIONS (1 & 2)



ADVOCACY



CAPACITY



ENVIRONMENT



COORDINATION  
/ REACH



ENABLERS



KNOWLEDGE  
MANAGEMENT



IMPACT



STRATEGIC  
OBJECTIVES



VISION



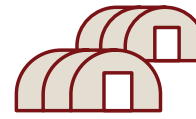
POLICY  
/ GUIDANCE



HOSPITAL



DISPLACED  
PEOPLE



SETTLEMENTS



SHELTER



PLANNING



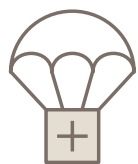
INSTITUTION

# 9

## ICON LIBRARY



PEOPLE  
SUPPORTED



NFI  
INTERVENTIONS



ADVOCACY



CAPACITY



ENVIRONMENT



COORDINATION  
/ REACH



ENABLERS



KNOWLEDGE  
MANAGEMENT



IMPACT



STRATEGIC  
OBJECTIVES



VISION



POLICY  
/ GUIDANCE



HOSPITAL



DISPLACED  
PEOPLE



SETTLEMENTS



SHELTER



PLANNING



INSTITUTION