



Sheltersuit

We believe we can
change the world together

Sheltersuit visual identity guidelines

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If you have any questions regarding the visual identity of Sheltersuit, please get in touch with graphic design studio **We Love What We Do** at hello@wlwwd.nl

Content



Intro	3
Who we are, what we do and our vision.	
Colors	4
Discover our huge color palette and how to use it.	
Logo	5
Some basic information about the Sheltersuit symbol.	
Visual language	6
Wiggly lines and a border system make sure there is a solution for every designed element.	
Typography	8
The voice and backbone of every identity.	
The Flag	10
This is where the logo and visual language merge into awesomeness.	
The identity in use	14
Examples of corporate and commercial communication.	

Intro



Who we are

The Sheltersuit is a free sleeping bag for the homeless to protect them from the cold. The Sheltersuit is a waterproof and windproof coat which can be transformed into a sleeping bag. You simply zip the sleeping bag onto the coat and your whole body is protected from the cold. During the day, the sleeping bag can be stored in the matching backpack. Sheltersuit uses the best quality materials supplied by our partners Ten Cate, Nomad, 3M and YKK. The high quality of insulating fabrics guarantees that everybody who wears the Sheltersuit, is protected day and night from even the harshest weather conditions.

What we do

The team of Sheltersuit consists of 35 hardworking people who each contribute in their own way to a better, more social society. From volunteers and the homeless, to people with special needs and Syrian refugees, they all play a part.

The different cultural backgrounds and ethnicities of the team members create unique dynamics. Sheltersuit promotes social contacts and succeeds in bringing together people from different backgrounds. We are an organization where everybody feels at home and we share the common goal of working together with passion and expertise.

Our vision

We think that everybody deserves self-confidence, development and equality. We contribute to this goal by providing the homeless and refugees with warmth. In addition to that, we work with people with special needs. This works both ways.

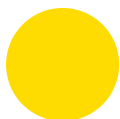
Dreams and ambitions

We want to professionalize by offering custom-made products to third parties and by setting up a website with connected Sheltersuit products. That way we can play an important role in other people's lives. The goal for the next years is to produce thousands of Sheltersuits and to distribute them locally and abroad to the homeless and to refugees living in refugee camps. In order to achieve this, we will start collaborating with several institutions and stakeholders abroad.

In addition to producing Sheltersuits, the foundation has developed a second objective: increasing job opportunities on the labour market for people with special needs. By creating jobs at Sheltersuit we give people the tools to gradually become active participants on the employment market. Our biggest dream for the future and the ultimate objective for Sheltersuit is to go global and to become active for everybody who needs warmth.

Colors

Reflecting the multicultural aspect of the vision of Sheltersuit, the color palette is big and varied. This gives the overall identity an playful and happy look and feel. Furthermore it ensures good a good contrast no matter where the identity elements are placed on. Variation is key, so don't be shy and play around with the colors!



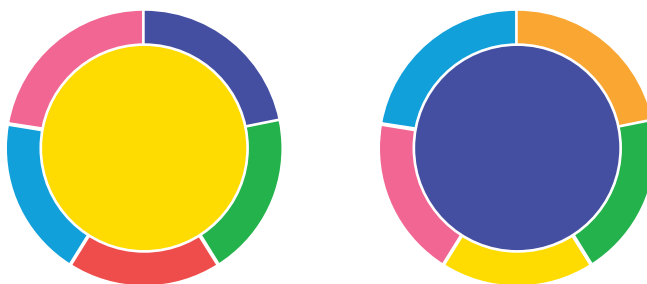
Ember










Midnight

The two primary colors are 'Ember' and 'Midnight'. One of these colors **always** has to be used.

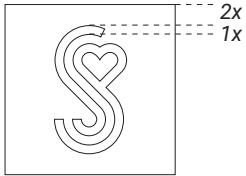
In corporate and B2B communication, only one other color can be used as a secondary color, together with white. The colors can only be used in the combinations showed below. Examples can be found from page 14.



When the communication is directed to consumers, a third color can be added to emphasize the playfulness of the identity. This third color is used as an accentcolor. Examples can be found from page 14.

Color	Name	CMYK				RGB			Pantone
	Ember	0	10	100	0	255	221	0	Pantone Yellow 012 U
	Midnight	85	80	0	0	73	68	149	Pantone Dark Blue U
	Fuchsia	0	75	15	0	236	96	144	Pantone 219 U
	Forest	80	0	100	0	19	165	56	Pantone 354 U
	Pumpkin	0	85	70	0	247	168	35	Pantone 123 U
	Sky	75	20	0	0	22	159	219	Pantone 2995 U
	Scarlet	0	40	90	0	232	66	66	Pantone 206 U

Logo



As an exception, the logo can be used as shown in the examples above for avatars on social media.



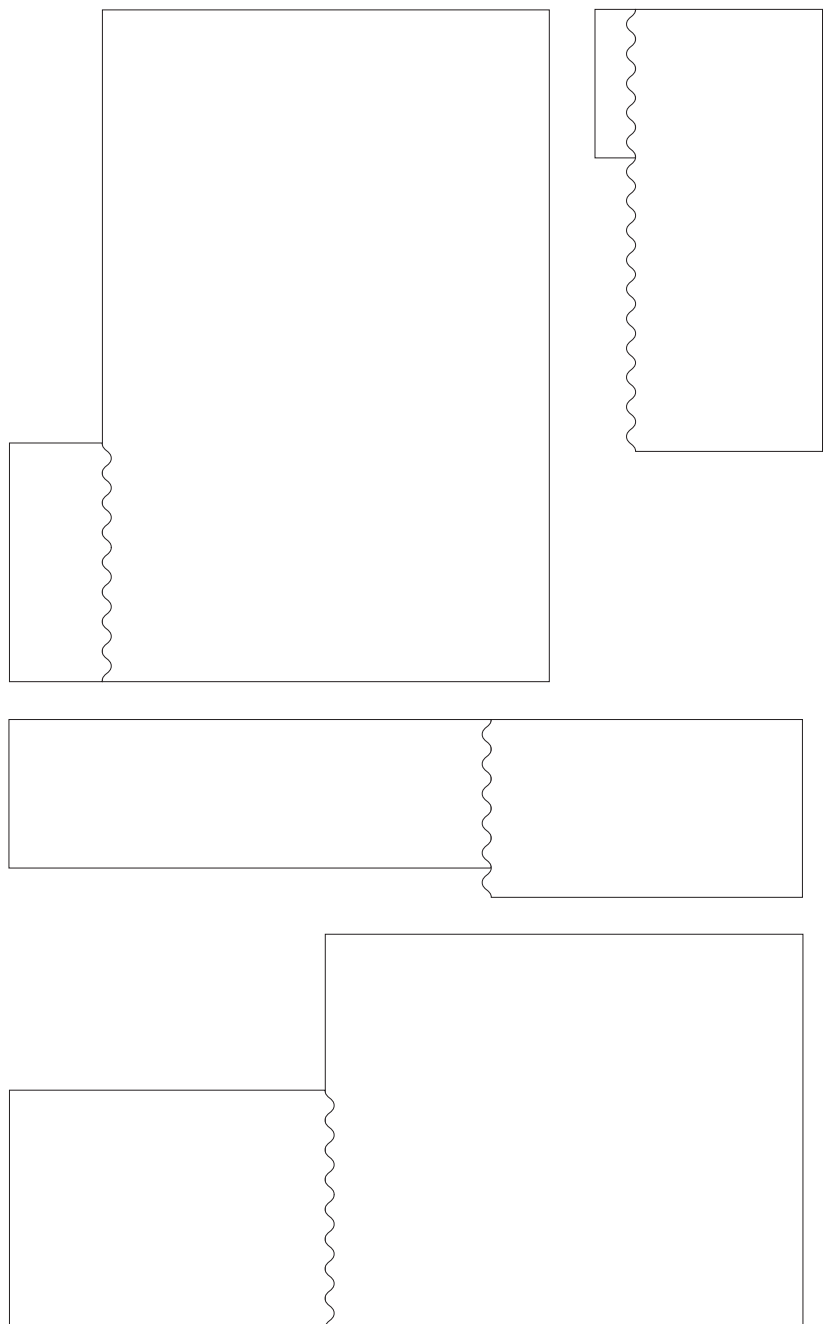
The logo itself is a combined form of an 'S' and a heart. It is only used like this only on exceptions, like social media avatars. In general the logo is always used in combination with the 'flag'. More information about logo usage can be found on page 10.

Visual language



Just a logo and colors is no visual identity yet. To provide flexibility and recognisability we developed a visual language. The shapes can be stretched to whatever proportions and filled with colors and text. The visual language also serves as a foundation for 'the Flag'.

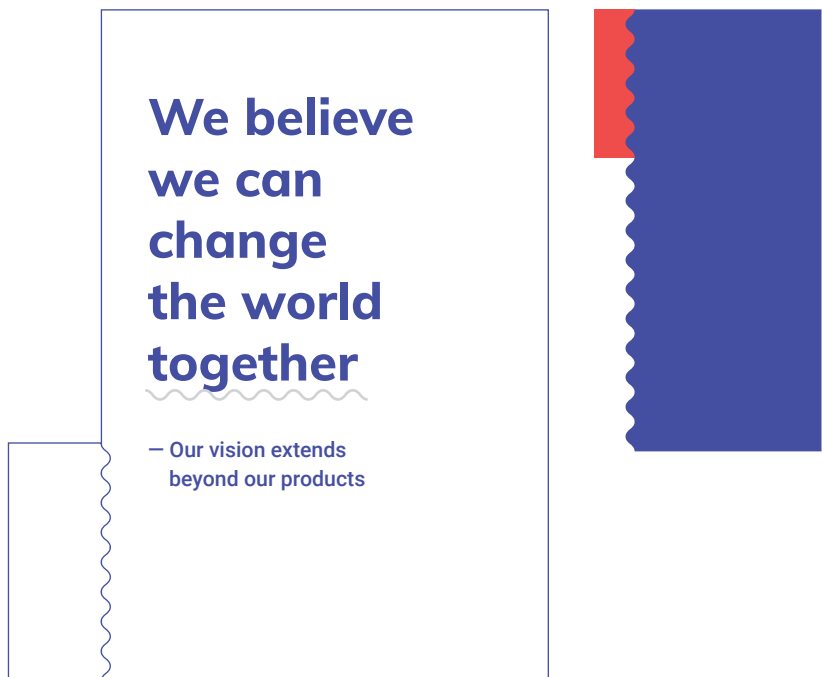
When a logo is placed in the medium as well, the wiggly line **always** has the same proportions as the wiggly line in the flag. More information about the flag can be found on page 10.



Visual language



Examples of usage:



Typography

The two primary fonts are the Muli and Roboto. Both are Google Webfonts and can be downloaded for free at fonts.google.com. In general, the Muli is used for headlines, quotes, subheadings etc. For plain text the Roboto is used.

Muli Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
€\$£1234567890 @();:~|*,-/<>?!®

Muli Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
€\$£1234567890 @();:~|*,-/<>?!®

Muli Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
€\$£1234567890 @();:~|*,-/<>?!®

Muli Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
€\$£1234567890 @();:~|*,-/<>?!®

Muli Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
€\$£1234567890 @();:~|*,-/<>?!®

Muli Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
€\$£1234567890 @();:~|*,-/<>?!®

Muli Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
€\$£1234567890 @();:~|*,-/<>?!®

Muli Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
€\$£1234567890 @();:~|*,-/<>?!®

Muli ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
€\$£1234567890 @();:~|*,-/<>?!®

Muli ExtraBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
€\$£1234567890 @();:~|*,-/<>?!®

Muli Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
€\$£1234567890 @();:~|*,-/<>?!®

Muli Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
€\$£1234567890 @();:~|*,-/<>?!®

Typography

As a guideline for font size and line spacing the following settings apply: 64/96 pt, 24/36 pt, 16/24 pt, 12/16 pt and 8/12 pt. Sizes between these values can be estimated.

Roboto Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
€\$£1234567890 @();:'|*,-/<>?!®

Roboto Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
€\$£1234567890 @();:'|*,-/<>?!®

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
€\$£1234567890 @();:'|*,-/<>?!®

Roboto Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Roboto Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Roboto Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Roboto Bold Italic

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Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
€\$£1234567890 @();:'|*,-/<>?!®

Roboto Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
€\$£1234567890 @();:'|*,-/<>?!®

The Flag

Sheltersuit is a flexible organisation and therefore it needs a flexible logo system. The combinations of the logo, logotype and visual language is what we call 'the Flag'. It ensures recognisability throughout the whole identity and makes sure the logo can grow when the organisation does. The Flag can be used in any allowed color combination and can be expanded or retracted.



Preferred variant, containing both the logo and logotype

Smallest size logo

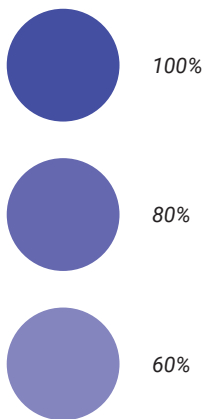


The Flag



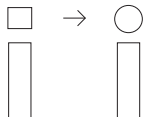
The Flag on itself can be expanded with a maximum of two layers. Muli Extra Bold should be used for constructing the wordmark. All letters with a dot must be customized like shown below.

Color tones



Use color tones only with a good contrast between the tones and wordmark

Round dot



Sheltersuit

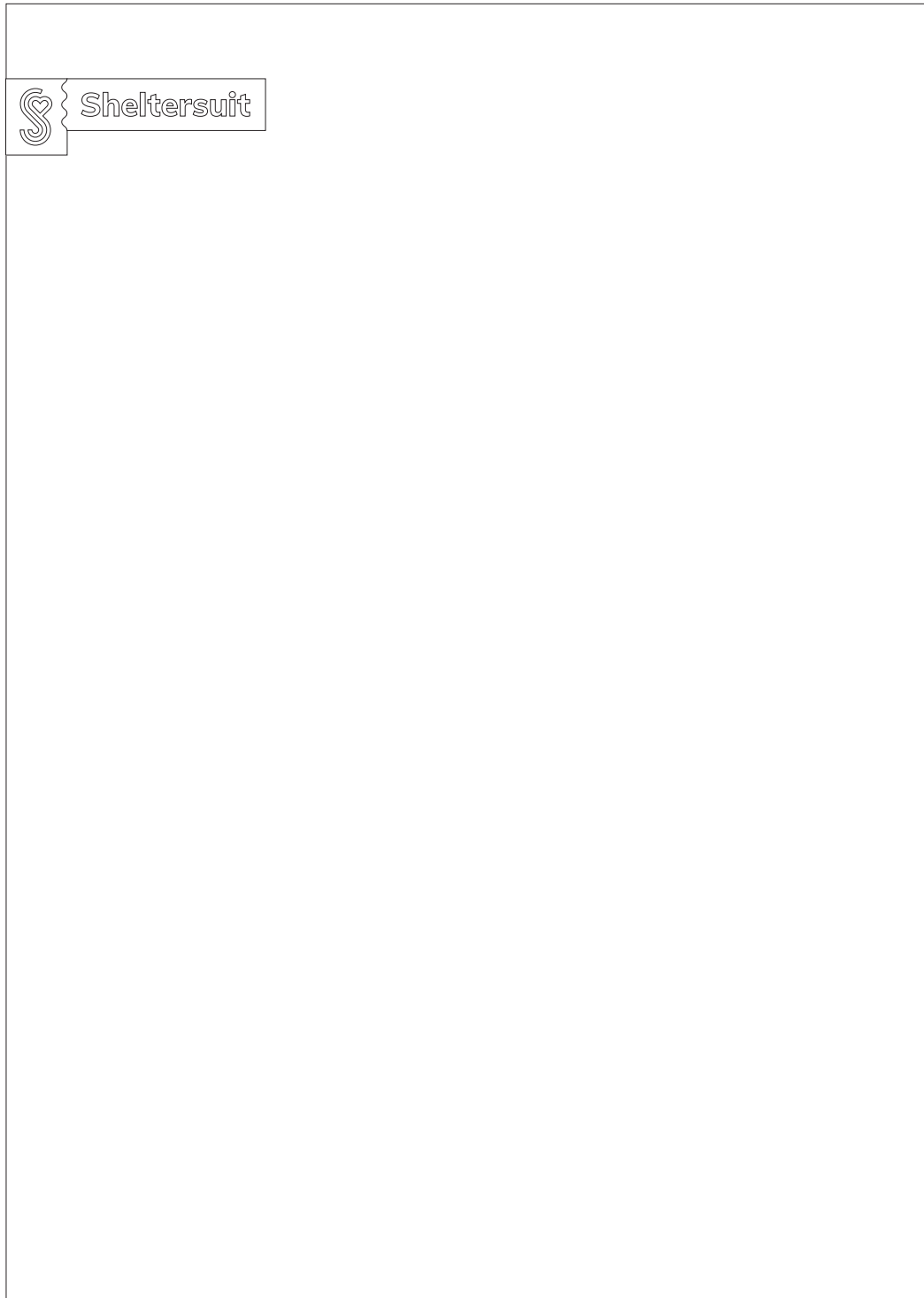
Muli Extra Bold with a square dot on the 'i'

Sheltersuit

Muli Extra Bold with a customized round dot on the 'i'

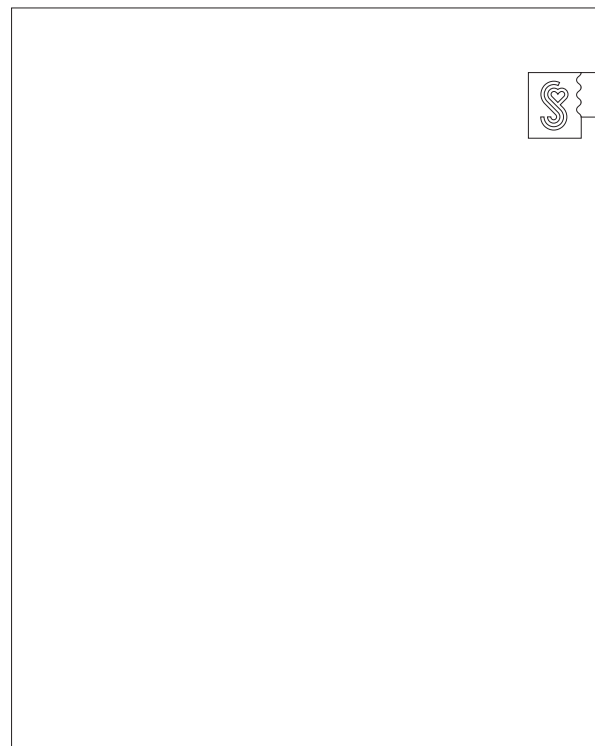
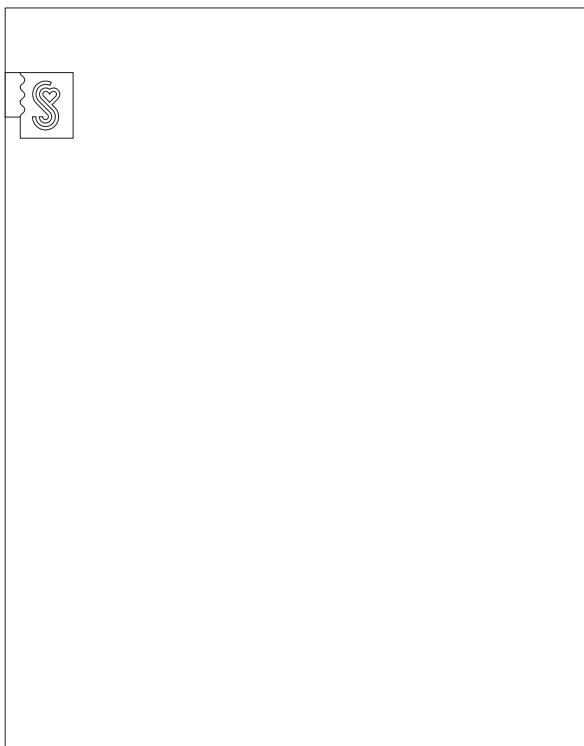
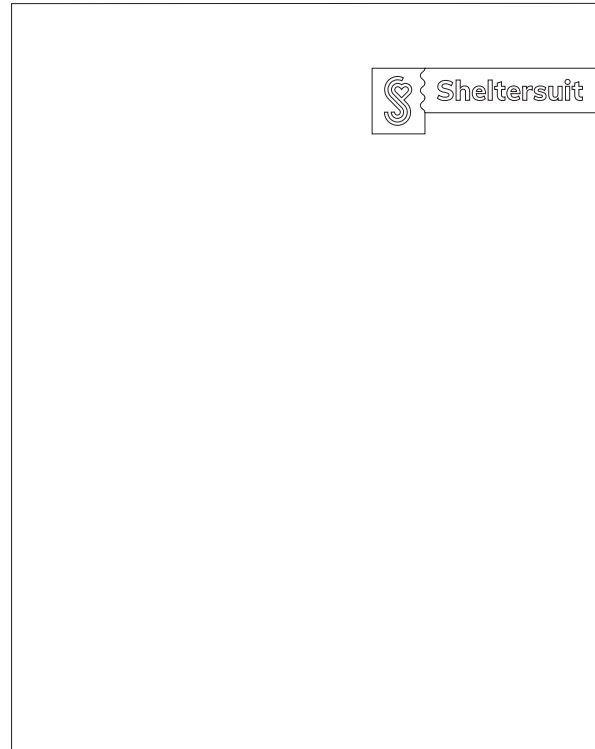
The Flag

For sizing and proportions, use the example below as guidelines. This example is in 'A' aspect ratio for paper sizes. When the size of the medium gets too small, the businesscards can be used as an example.



The Flag

The Flag can be placed in either the upper left corner or the upper right corner of the medium. In its smallest form it can be flipped horizontally.





Sheltersuit

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change the world together

The identity in use

Businesscards

Seeing all the businesscards together with their different color combinations, you get a good feel of the playfulness of the identity.



Stationery

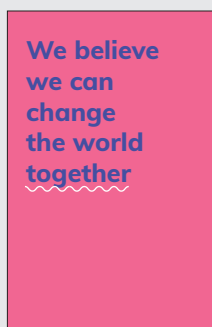
In corporate and B2B communication, only one color can be used as a secondary color, together with white. The colors can only be used in the combinations showed on page 4.

Letter

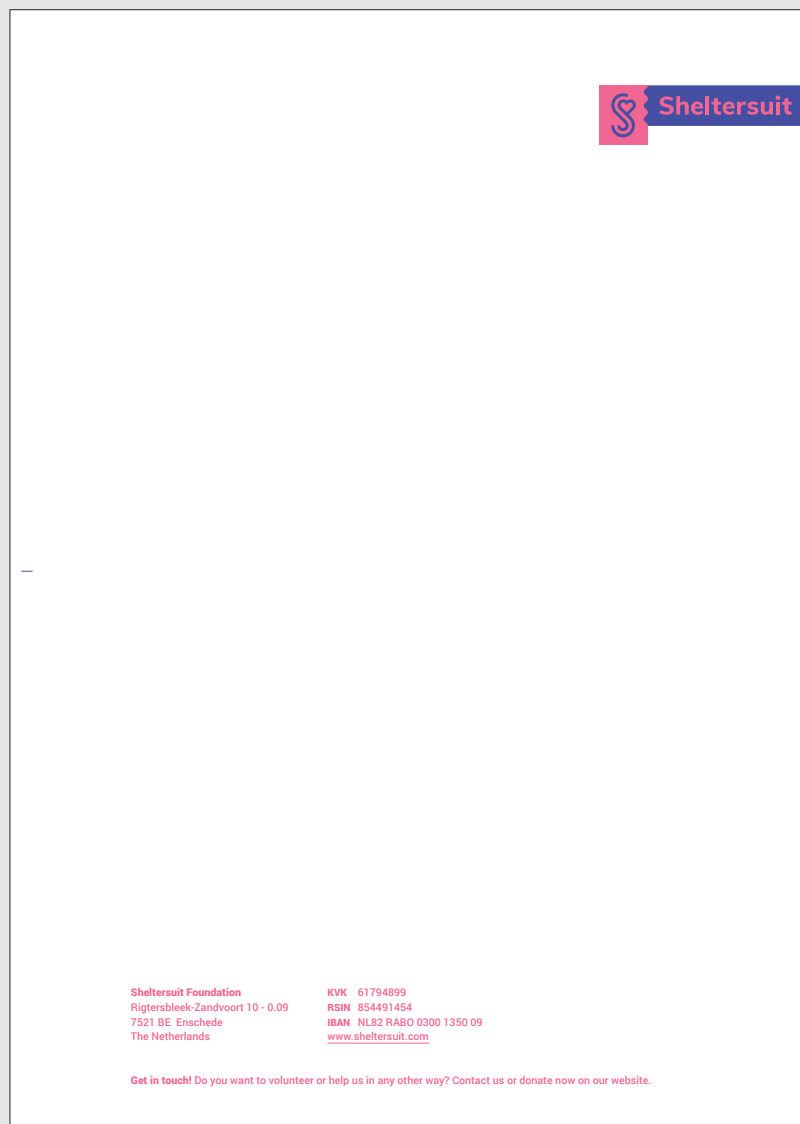
Businesscard



Front



Back

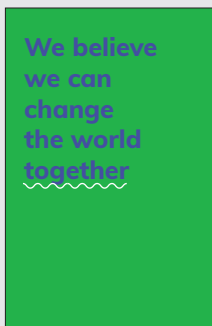


Letter

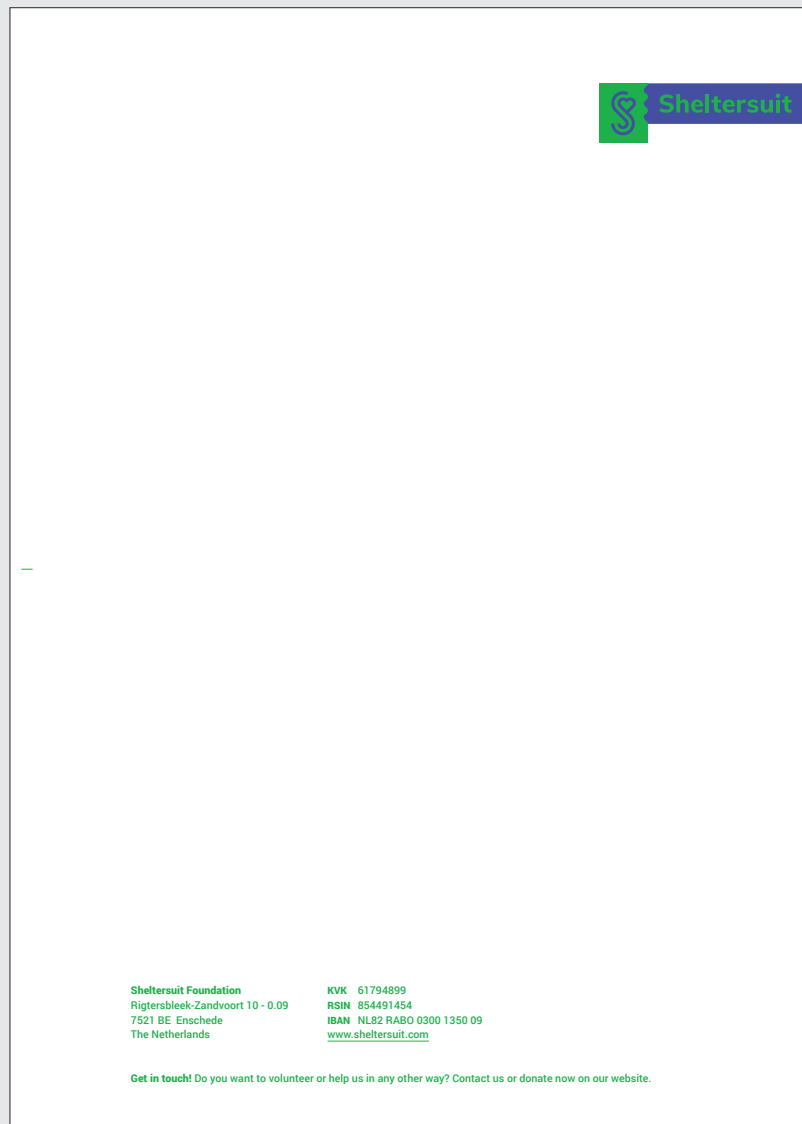
Businesscard



Front



Back

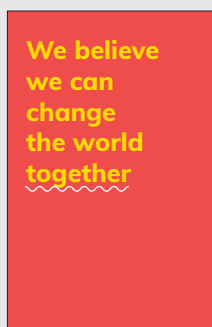


Letter

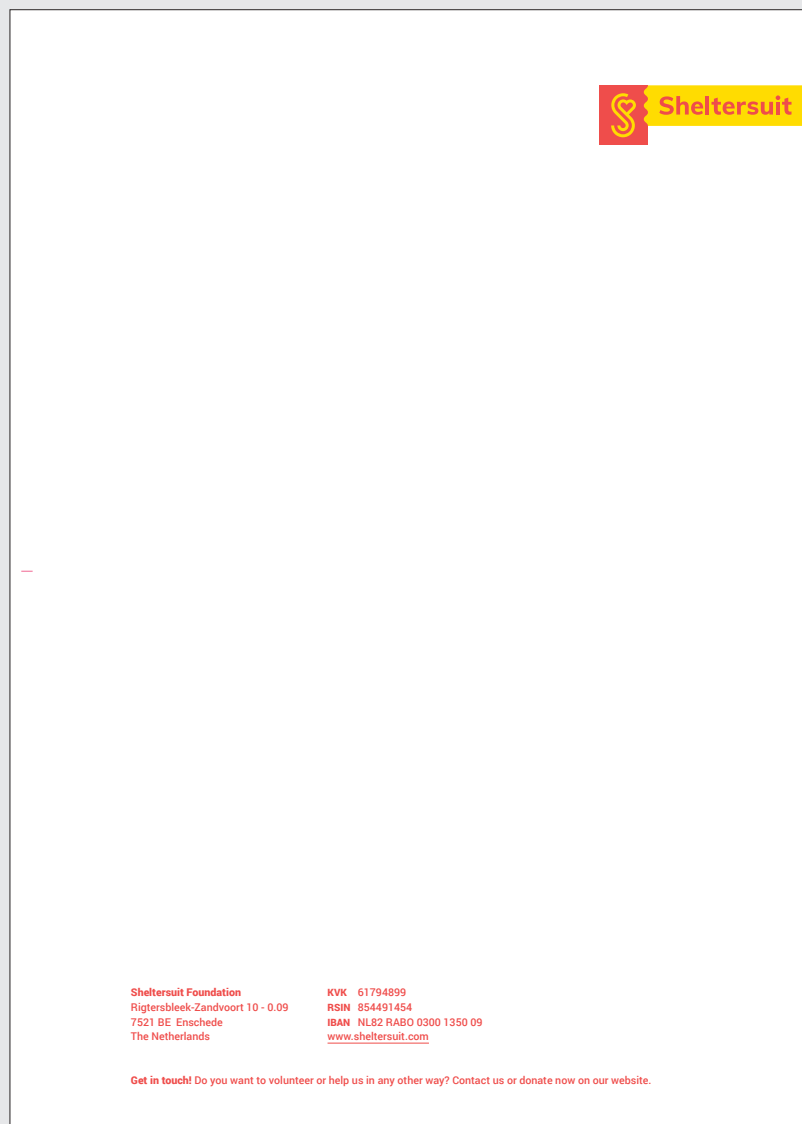
Businesscard



Front



Back

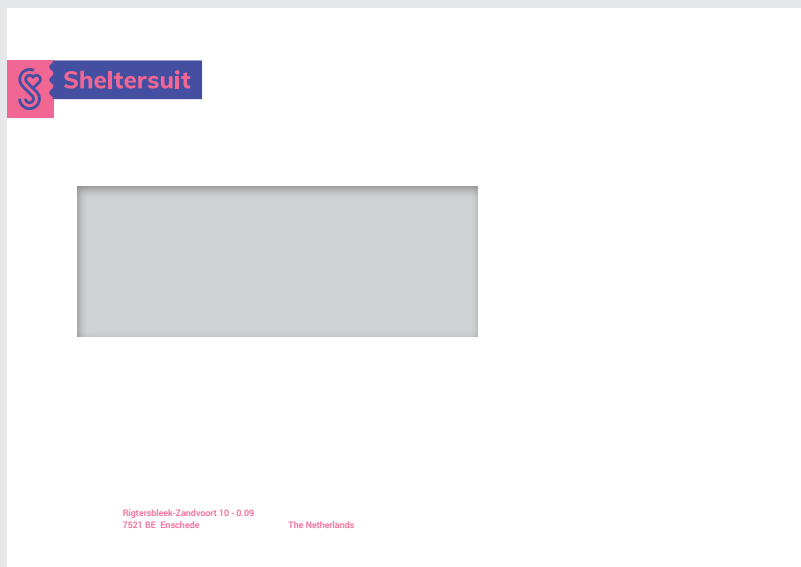
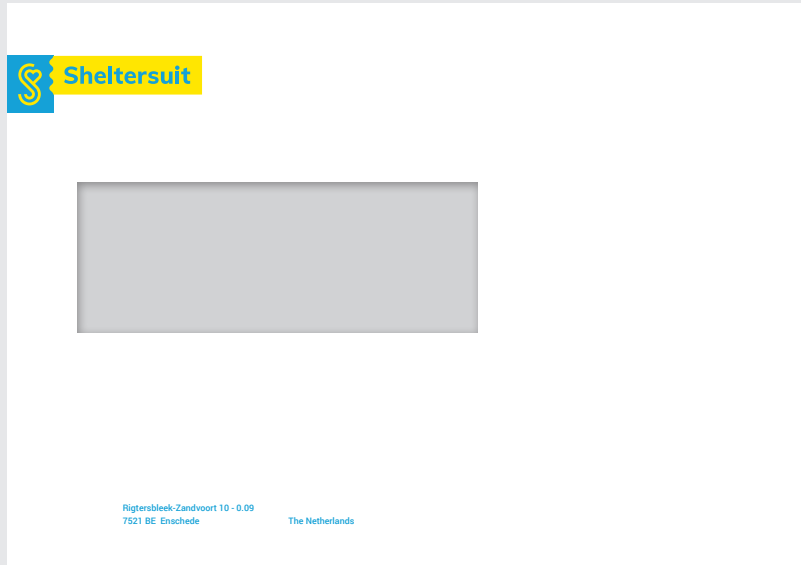


Sheltersuit Foundation
Rijtersbleek-Zandvoort 10 - 0.09
7521 BE Enschede
The Netherlands

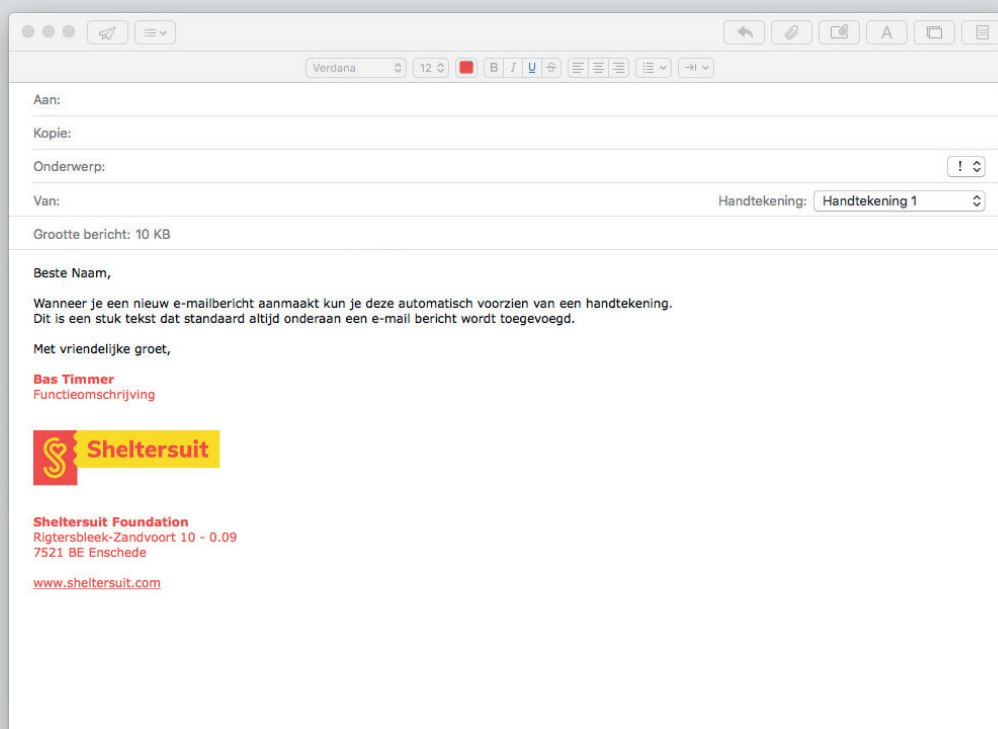
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RSIN 854491454
IBAN NL82 RABO 0300 1350 09
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Enveloppes



E-mail



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To receive an example/template of the e-mail signature, contact Sheltersuit at info@sheltersuit.com

Sign



