



Branding & Style Guide

LAST UPDATED: SEPT 2024



Our Story

Shelter Movers is a national, volunteer-powered charitable organization that provides moving and storage services at no cost to survivors of abuse. We collaborate with local businesses and community agencies to support families transitioning to a life free of violence.

Brand Elements

- Logo
- House Icon
- Co-branding
- Tagline
- Colours
- Typography
- Photography
- Iconography
- Illustrations
- Tone of Voice
- Approved Terminology
- Social Media Visual Appeal & Hashtags

Logo

There are three components of the Shelter Movers logo:

- The House Icon
- Shelter Movers and/or Transit Secours text
- Negative space around the logo

There are two colour options for the logo: a white version against the primary blue background and a primary, medium, and light blue version against the white background.



Logo

VERTICAL

In the event of space limitations, a vertical logo can be used.

Be mindful of the negative space around the logo.



SHELTER
MOVERS
TRANSIT
SECOURS



SHELTER
MOVERS



Logo

CLEAR SPACE & MINIMUM SIZE

When using the logo in communications, always leave plenty of clear space between the logo and other elements such as text or images.

The 'X' in these diagrams refers to 1/2 the width of the symbol.

In order to maintain legibility and consistency, the minimum height of the full logo when printing is 12mm.



Logo

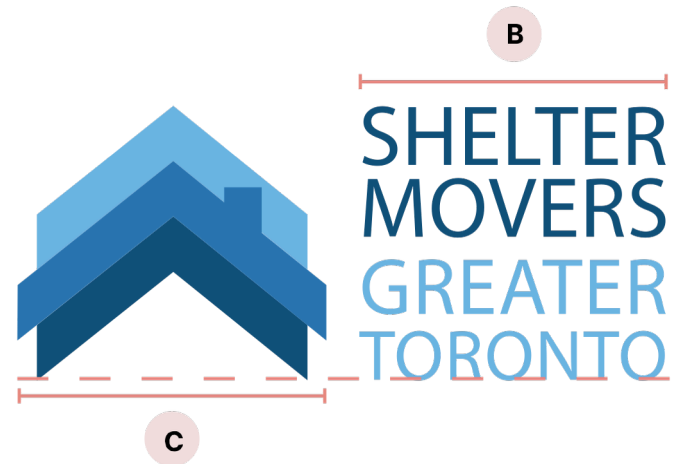
FOR CHAPTERS - HORIZONTAL

The 'Shelter Movers' text in a Chapter Logo is in Medium Blue. The Chapter Location is in Light Blue.

A. The bottom of the text should align with the bottom of the symbol, regardless of the number of lines of text.

B. The size of 'Shelter Movers' should remain consistent across logos. The location name should be the same width as the 'Shelter Movers' text.

C. The symbol size should remain consistent across logos of every kind.



Logo FOR CHAPTERS - VERTICAL

The 'Shelter Movers' text in a Chapter Logo is in Medium Blue. The Chapter Location is in Light Blue.

- A.** The first line of text should always begin at the same position.
- B.** The size of 'Shelter Movers' and the location name should remain consistent across logos. 'Shelter Movers' should be the same width as the bottom of the symbol.
- C.** The house symbol size should remain consistent across logos.

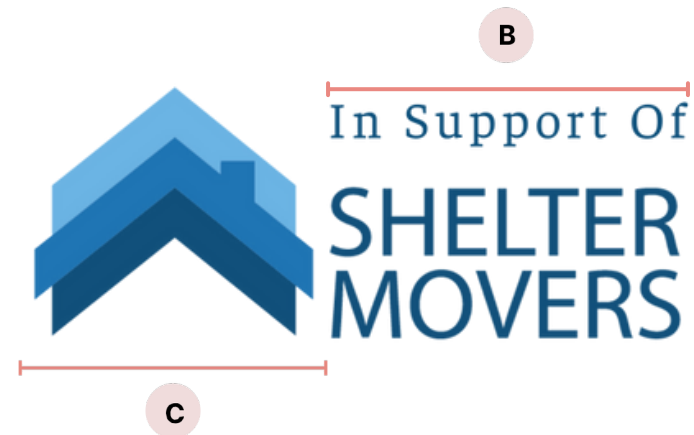


Logo

IN SUPPORT OF PROUD PARTNER OF

Both the 'Shelter Movers' text and the sponsor phrase in these logos should be in Medium Blue.

- A.** The bottom of the text, regardless of the number of lines, should align with the bottom of the symbol
- B.** The size of 'Shelter Movers' should remain consistent across logos. The sponsor phrase, regardless of the number of letters, should be the same width as 'Shelter Movers'
- C.** The house symbol size should remain consistent across logos



Logo INCORRECT USAGE

These logo standards apply to all content that is owned by Shelter Movers, including co-branding and partnerships.

Pictured are some general rules to adhere to when applying the Shelter Movers logo on any collaterals.



1 Do not edit any part of the logo



2 Do not change the colour of the logo



3 Do not distort the logo in any way



4 Do not rotate the logo



5 Do not change the font of the logo



6 Do not place the logo on backgrounds with insufficient contrast



7 Do not resize the logo unproportionately



8 Do not add any effects or drop shadows to the logo

House Icon

The Shelter Movers house icon may be displayed by itself without the 'Shelter Movers' wordmark and be used to represent the entire Shelter Movers logo, particularly when the 'Shelter Movers' text is too small to be legible.

For instance, the house icon may be used as a pin, a key chain, or printed on merchandise, like a volunteer's t-shirt.



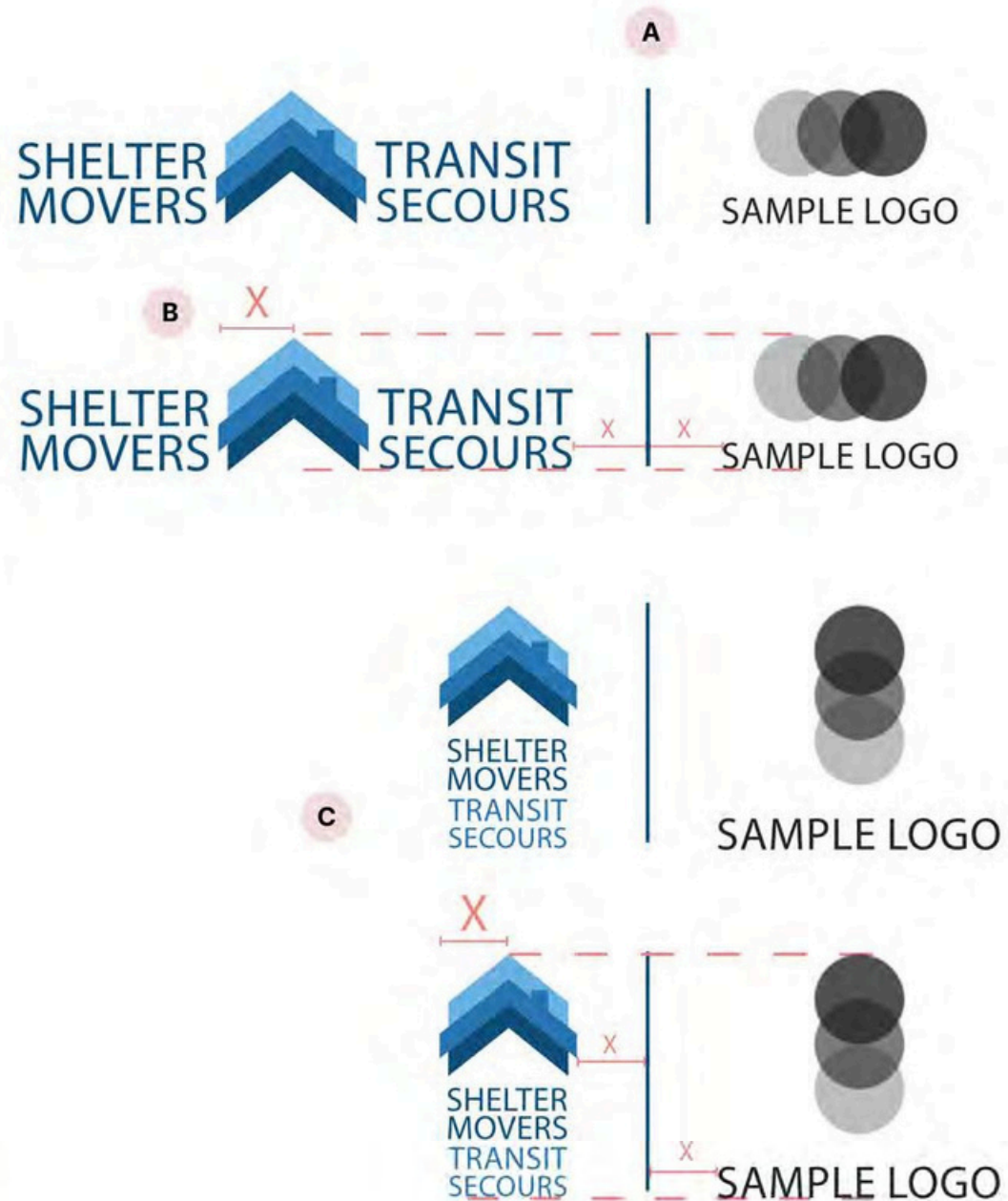
Co-Branding

Co-branding can occur at different levels. The appearance of a partner logo (size, colour, position) depends on the nature of the organization. It is essential for Shelter Movers to be recognizable as the primary brand.

A. The divider line's stroke thickness is similar to the letter T in 'Shelter Movers'

B. 'X' in these diagrams refers to 1/2 the width of the symbol

C. Depending on space constraints, the vertical logo can be used



Tagline

The tagline communicates our promise. It strengthens the credibility and commitment of all of our collaterals.

Consistency is imperative to harness the full strength of the tagline across collaterals. The tagline is in Inter, Medium Italics.

Wherever possible, it should be presented in 2 or 4 lines — with a line break(s) at 'We'll', 'courage,' and 'hands' — depending on the design layout.

- 1 *You found the courage to leave.
We'll find the hands to help.*
- 2 *You found the
courage to leave.
We'll find the
hands to help.*

Organizational Description

Our mission statement was last updated to better reflect our mission as an inclusive organization that serves anyone experiencing abuse.

While abuse can affect anyone, 90% of reported cases of gender-based violence are perpetrated by men towards women.

Further, women have access to fewer resources and are often leaving with children accompanying them.

When describing Shelter Movers, it is critical to highlight moving and storage services in order to provide context to how we support our clients.

“ Shelter Movers is a national, volunteer-powered charitable organization providing moving and storage services at no cost to individuals and families fleeing abuse. We collaborate with local businesses and community agencies to support people, primarily women and children, as they transition to a life free of violence. ”

Colours

PRIMARY, SECONDARY & TERTIARY

Shelter Movers has three main brand colours that are featured in the house icon. It is important to use the appropriate colour codes for the communication's intended use.

When using text over these colours, make sure that there is a good contrast (i.e. dark text against light background and vice versa) to promote legibility and meet accessibility standards.

These tertiary colours add impact and diversity to printed and digital collaterals.

They should be viewed as supplementary to primary and secondary colours and never dominate.

As a general guide, the tertiary colours should cover **no more than 40%** of the visual canvas.

Colours

PRIMARY & SECONDARY

RGB

Red, Green, Blue
Colours that are displayed
on a screen

HEX

A 6-digit combination of
numbers and letters
preceded by a hashtag.
Colours that are displayed
on a screen

CMYK

Cyan, Magenta, Yellow, Black
Colours that will be
digitally printed

PANTONE

An allocated number
with alphabet
A standardized colour system
used across industries
in manufacturing

RGB

20 78 122

HEX

#144e7a

CMYK

97 72 29 12

PANTONE

2140 U

SECONDARY

80%

60%

30%

RGB

41 117 178

HEX

#2975b2

CMYK

84 50 6 0

PANTONE

2172 U

PRIMARY

80%

60%

30%

RGB

105 180 232

HEX

#69b4e8

CMYK

54 15 0 0

PANTONE

3577 U

SECONDARY

80%

60%

30%

Colours

TERTIARY

RGB

Red, Green, Blue
Colours that are displayed
on a screen

HEX

A 6-digit combination of
numbers and letters
preceded by a hashtag.
Colours that are displayed
on a screen

CMYK

Cyan, Magenta, Yellow, Black
Colours that will be digitally
printed

PANTONE

An allocated number
with alphabet

A standardized colour system
used across industries
in manufacturing

RGB

126 144 182

HEX

#7E90B6

CMYK

31 21 0 29

PANTONE

7667 U

TERTIARY

80%

60%

30%

RGB

241 222 222

HEX

#f1dede

CMYK

0 8 8 5

PANTONE

7604 U

TERTIARY

80%

60%

30%

RGB

234 136 129

HEX

#ea8881

CMYK

0 42 45 8

PANTONE

7618 U

TERTIARY

80%

60%

30%

Typography

Heading

Faustina Regular

Sub-heading

Inter Medium

Body Text

Inter Regular or Medium,
depending on background.

Both Faustina and Inter
typefaces are part of the
Google fonts library.

You may download the
fonts here:

[https://fonts.google.com/
specimen/Faustina](https://fonts.google.com/specimen/Faustina)

[https://fonts.google.com/
specimen/Inter](https://fonts.google.com/specimen/Inter)

Faustina is available in
Regular, Medium, **Semi-bold**,
Bold, *Italic*, *Medium Italic*,
Semi-bold Italic, ***Bold Italic***.

<>?1234567890!

Inter is available in
Thin, Light, Regular,
Medium, **Semi-bold**,
Bold, **extra bold**, **black**,
and respective *italics*.

<>?1234567890!

Typography

There are a large number of font weights available within the typefaces. However, because of this flexibility adherence to the visual style is imperative to ensure brand consistency.

Both Faustina and Inter typefaces are part of the Google fonts library.

You may download the fonts here:

<https://fonts.google.com/specimen/Faustina>

<https://fonts.google.com/specimen/Inter>

Use Faustina Regular for headings and large statements like this

Sub-heading is set in Inter Medium and appear smaller than headings. Letter-spacing is set optically for maximum legibility and leading is fairly open.

Body copy is always set in Inter Regular (or Medium, if against a darker background). **When highlighting key information, use Inter Bold.** The color of body text should be neutral to help create a visual hierarchy against larger text.

Imagery

PHOTOGRAPHY

Photography is a powerful way to communicate our unique brand identity. Shelter Movers' distinctive style visually brings together people from all walks of life, directly reflecting our mission statement.

To protect survivors, we do not take photos of clients, their children, their pets, or the location(s) of their residence(s) before, during, or after a move. Images used for marketing purposes must always be approved by National MarComms.



Imagery

ICONOGRAPHY

Icons add interest by replacing chunky text, highlighting keywords in a message, and aiding navigation.

An icon's ability to convey its message relies upon the user instantly recognizing what the icon represents.

All icons should have a consistent line weight throughout. For a clean and consistent look and feel, choose line icons over solid icons and rounded edges over sharp edges.

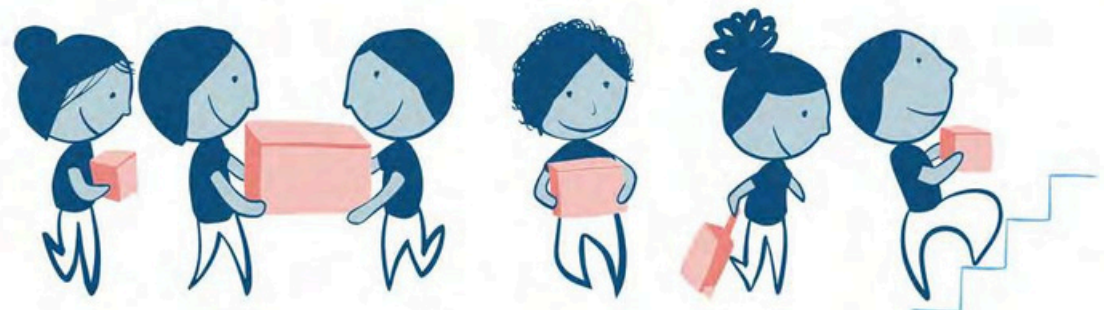
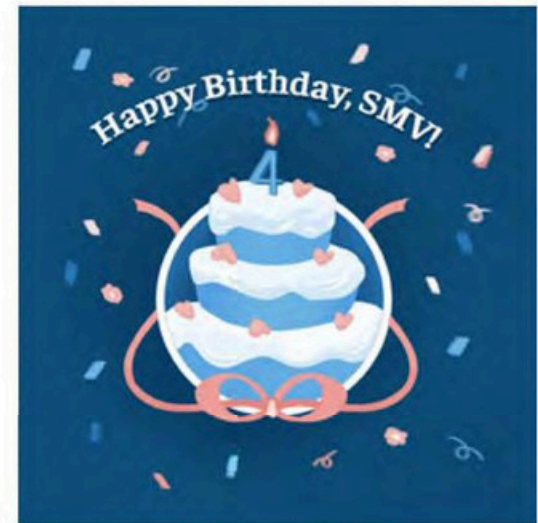


Imagery

ILLUSTRATIONS

Illustrations can be a unique tool to convey messaging in campaigns of various scales. Unlike photography, where image resolution is limited, vector illustrations can be scaled infinitely.

While each graphic artist has their own unique style, it is important to retain Shelter Movers' branding through the usage of the core brand colours.



Imagery

USE OF Ai

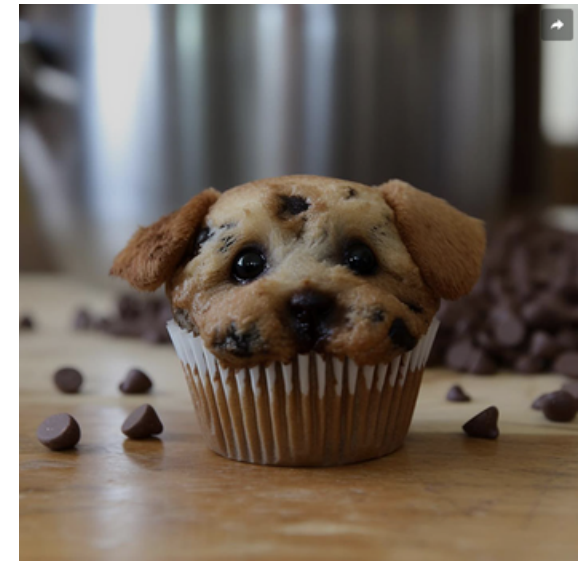
While Canva and Adobe offer several Ai functions to support in design processes, Shelter Movers is conscious of limiting the use of these features.

Removing a background from an image and erasing or anonymizing inanimate objects within Canva and Adobe are currently the only approved uses of Ai in Shelter Movers designs. No other visual Ai features or processes are permitted.

Casual use of Ai imagery undermines the trust of our audience and opens Shelter Movers up to potential copyright infringement.



Ai images via boredpanda.com/ai-fails



VS

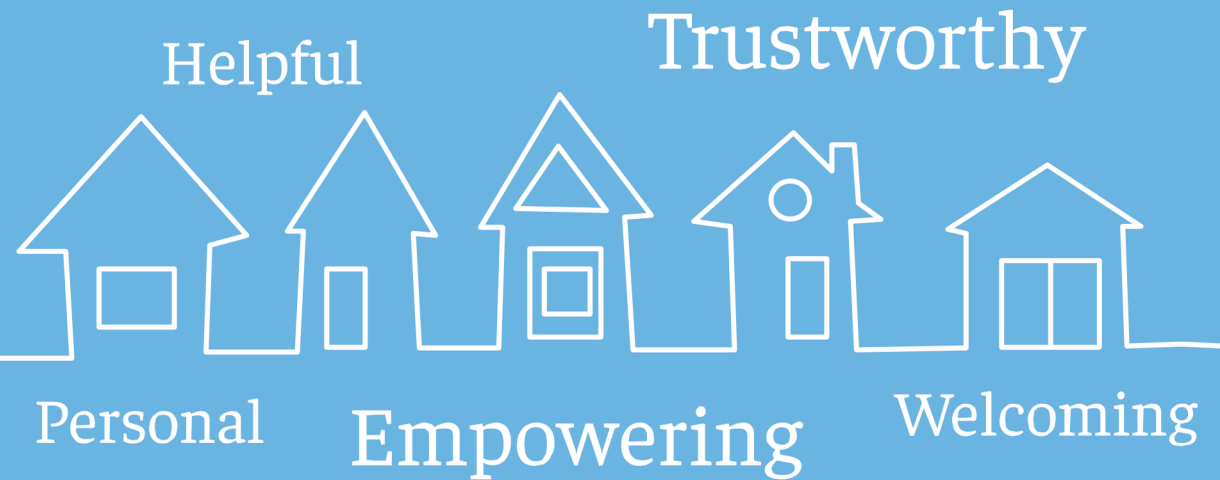


Language

TONE OF VOICE

At Shelter Movers, it is important to get the right message out through the appropriate choice of words and tone of voice.

To ensure the voices of underrepresented people and the communities we serve are included, raised, and prioritized over the voices of the majority and the privileged, our tone of voice reflects Shelter Movers' brand personality and helps us connect with our ideal audience through thoughtful copywriting.



KEY MESSAGES

Whenever possible, the copy-writing should address at least one of these messages:

- Shelter Movers removes a key barrier to leaving an abusive situation and is the only organization of its kind in Canada.
- The survivor is the hero of their own story, which starts with their courage. We are fortunate to be able to support them along their journey.
- Shelter Movers serves anyone experiencing abuse, though women represent the large majority of clients.
- Shelter Movers collaborates with community partners to help families transition to lives free of abuse.
- Beyond moving and storage, Shelter Movers coordinates security personnel, language interpreters, and pet fostering services to meet clients' needs, all at no cost.

Language

APPROVED TERMINOLOGY

At Shelter Movers, all communications must be sensitive and respectful of our clients' autonomy and courage.

Shelter Movers operates from a place of empowerment and language should be chosen with that connotation in mind.

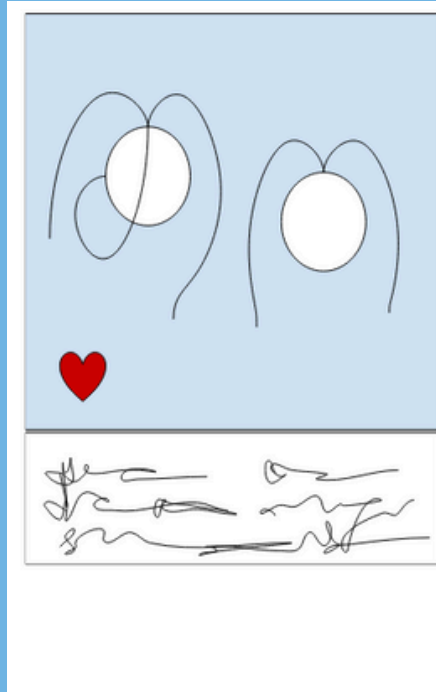
Instead of...	Use...
Victim	Survivor Client Person who has experienced abuse
Alleged Abuser	Abuser
Battered	Abused Experiencing Violence
Domestic Abuse	Violence Against Women Gender-Based Violence Intimate-Partner Violence Family Violence
Fleeing Escaping	Experiencing Leaving
Native Aboriginal Indian	Indigenous First Nations, Métis, Inuit

Social Media

VISUAL APPEAL

Social Media is an important tool for engaging with our various stakeholders. Designs should be uncluttered with a clear hierarchy of information.

As a bilingual organization, all content should be bilingual unless it specifically applies only to regions without Francophone populations.

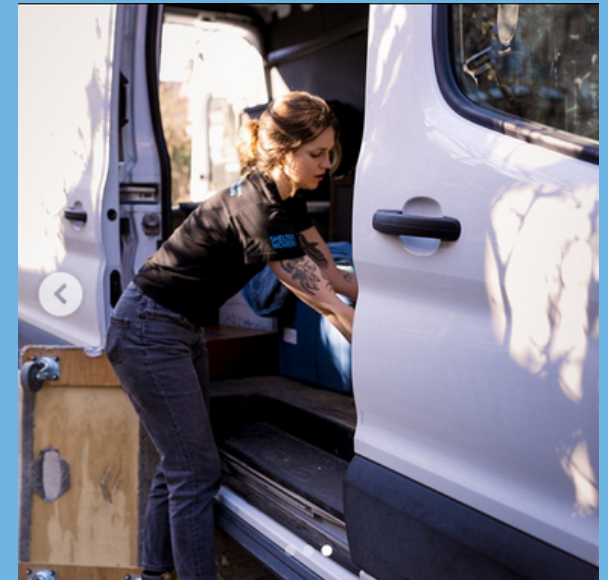


Graphic

- ✓ Real photos over stock photos or illustrations
 - Keep copy to a minimum in graphics
 - Avoid text-based posts on social media - this minimizes room for error & ensures any typos remain in the caption where they can be edited
 - Centering photos of our real staff/volunteers over stock photos or illustrations is more authentic and less corporate/performative

Copy

- ✓ Consistent, concise, and relevant.
 - Do **NOT** write the same thing in the graphic and caption. Instead, elaborate on the message to relate to our services
 - Include a Call to Action
 - Include hashtags
 - 80 - 150 words



Social Media HASHTAGS

All posts should be hash-tagged with #ShelterMovers or #TransitSecours and at least one other trending hashtag to increase reach. All hashtags should be “Camel Cased” and observe each platform’s recommended number of hashtags.

Instagram recommends 3-5 hashtags, Facebook recommends 2-3, Twitter recommends 2-3, and LinkedIn recommends 1-5.

These are some examples of existing social media posts.



and asking her business contacts to donate; raising over \$1600 🙌🙌 Thank you so much for your support ❤️

Good job everyone and stay hydrated!

#tamarackraceweekend
#sheltermovers #endipv #endgbv #gorunners
#ottawa

66w



Liked by sheltermoversswontario and 44 others

May 28, 2023



If you want to help us keep advocating for families' safety, consider volunteering with us or donating.

Your involvement is vital to break the cycle of abuse.

For more information, visit our links in bio

fostering a society where all individuals are free from the threat of harm within their intimate relationships. In our organization, we have known this issue has been running deep for years. We urge the government to demonstrate leadership, compassion, and solidarity with survivors by formally recognizing partner violence as the urgent public health crisis that it is.

#IPV #Ontario #ShelterMovers #EndAbuse

18w



13 likes

April 27

