

Shelter

Brand guidelines

Who we are and what we stand for

Our ‘Brand House’ sets out the ideas that underpin who we are and what we do.

Our proposition

This explains why we’re here and what we’re here to do, day in day out.

Values and attributes

Our values guide us. Our attributes describe us. You will see how our brand attributes come to life through our [tone of voice](#) and [how we look](#).



Guiding principles

There are several guiding principles which need to be considered when creating Shelter communications.

1 Avoid associations with rough sleeping

We should avoid anything that might reinforce the common misconception that Shelter provides hostels for rough sleepers.

So, never show pictures of people sleeping on the street, cardboard boxes, soup kitchens, blankets or anything that could mislead someone about our work.

By all means, use case studies of how we've helped people to get off the streets or prevented them being there in the first place. This is a true reflection of what we do.

2 We're not a children's charity

Remember, Shelter is not a children's charity. Wherever possible, we should use pictures of children in the context of home. Try to balance images of children with pictures and messages that focus on families.

3 Avoid negative stereotypes

Nearly three quarters of the British public support the benefit cap in principle (73%) (Source: Ipsos MORI, July 2013). We need to be really careful to avoid messaging or images that could help to create or perpetuate stereotypes around people in receipt of state benefits. A helpful way of doing this is to make sure our communications are inclusive ('it can happen to any of us') rather than divisive ('these poor, vulnerable people need your help').

Our safety net messaging in the narrative document should inform the language used to talk about benefits.

4 Reflect diversity

We're here to help everyone, especially families. We should strive to reflect that diversity in our messages and images. However, be mindful of the previous point and make sure images used do not perpetuate negative stereotypes.

5 Political neutrality

It's a regulatory requirement that Shelter isn't seen to support or attack one party or another. Wherever you sit on the spectrum, you should make sure your messaging is politically neutral.

Inevitably we may end up criticising the current government more often than the opposition (because the government has the power to enact change). Just remember our criticism should be of 'the government' and not, for example, 'the Conservatives'.

6 Don't demonise the council

It's important that our messaging doesn't suggest councils are unwilling to help. It's fine to recognise the pitfalls of the system, and talk about how stretched councils are. But we shouldn't imply that local authorities are to blame for someone's situation.

Brand identity elements

Core elements

Logo



Shelter

Shelter
Scotland

Brand devices



Primary colours



Variable elements

Expert and hard-hitting

Secondary colours



Fonts

Helvetica Neue

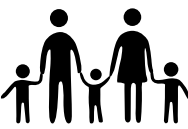
Imagery



Illustration



People



House



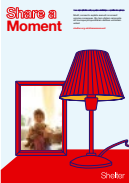
Human and empathetic



Alte Haas

Grotesk Bold

Helvetica Neue



Using our brand identity

There are certain elements which are core to our brand regardless of communication type – our logo, red and white, the Shelter ‘h’ and the graphic device.

We can flexibly apply the variable elements that make up our visual identity depending on the purpose of the communication.

To make the visual identity easier to use we have divided the elements via our brand attributes ‘expert and hard hitting’ or ‘human and empathetic’.

Expert and hard-hitting

↔

Human and empathetic

When the tone of the communication is expert or hard-hitting (e.g. campaigns), keep designs simple and pared back to convey the impact of, and our role in fighting homelessness and bad housing:

- Lead with red, and complement with restricted palette of black, grey and white (with yellow as a minimal accent)
- Use Helvetica Neue to convey our expertise and authority
- Use photography to tell the human story
- Use simple designs and infographics to illustrate facts and statistics

When the tone of the communication needs to be more warm, hopeful or fun (e.g. fundraising events), we can introduce more flexible elements of our identity:

- Lead with red, and complement with our secondary palette of ‘domestic’ colours (with yellow as accent)
- Use our softer headline font, Alte Haas Grotesk Bold to add warmth. Body copy is always Helvetica Neue.
- Use photography to tell the human story of how we help, and how our supporters help
- Use illustration to bring to life the value of “home”
- Combine photography and illustration to add a warm and human element.

How to use our logo

In our logo the roof-shaped h makes a strong visual link between Shelter and housing. Our logo should be displayed prominently on all Shelter materials.

Please do not copy our logo from a Shelter website, or try to trace or redraw it.

If you're developing communications for Scotland, see [Shelter Scotland logo](#)

Contact branding@shelter.org.uk for versions of the Shelter logo in the format you need.

Logo and background colour



The default logo style is white on a red background (using our graphic device wherever possible) or red on white. The colour variations below are acceptable only where the default is not possible.

If the logo is placed over an image, ensure that it is over a simple, undetailed area without pattern and that there is enough contrast between the logo and the background.

Where there are colour restrictions and you cannot use red, you can use the following variations:



Clear space



Print: allow an 'h' of clear space around the logo. No text, partner logos, or other page marks should creep into this space.

Online: allow an 'r' of clear space.

Position

Print: place the logo in the bottom right corner. Top right is also acceptable.

Online: use standard, top-left logo placement on web pages.

Size

Here are the recommended sizes and margins.

Sizes apply to both landscape and portrait		
Page size	Preferred margin	Logo width*
A1	35mm	170mm
A2	30mm	120mm
A3	20mm	83mm
A4	15mm	57mm
A5	10mm	40mm
DL	10mm	51mm

* Calculated as: width of 1/3 columns in A-size portrait or 2/3 columns in DL portrait

Never display the logo smaller than

- 25mm wide for print
- 90px wide online

Where it is small, avoid photographic backgrounds.

Partnering with other brands

As a principle, communications should not feature two brands with equal prominence or importance. This is confusing.

Wherever possible, there should be one lead brand.

As a rule of thumb think ‘who would the reader complain to if they had a complaint about something in this communication’. This will help to define who the main brand should be.

Where a brand other than Shelter leads, the relationship between the two should be made clear using the ‘Proudly supporting Shelter’ lockup.

Where more than one brand appears, the relationship between the different brands should be made clear.

Where Shelter is not the lead brand

If another brand or a partner wants to show they are supporting us, they should use the ‘Proudly supporting Shelter’ lockup.



Where Shelter is the lead brand

Where Shelter is the lead brand, make sure your communication adopts Shelter’s visual identity and follows our guidelines for [logo usage](#).

If there are other partners involved and the partner logos don’t explain the relationship eg ‘Lottery Funded’ then use a text line with the logo to explain the partner’s role. eg ‘In partnership with...’, ‘Funded by...’ etc.



LOTTERY FUNDED

Try to avoid placing partner logos without context.

Working in partnership

There may be some instances where you need to use the ‘In partnership with Shelter’, for example if we have co-written a policy report with a partner and we need to reflect equal involvement from both brands.



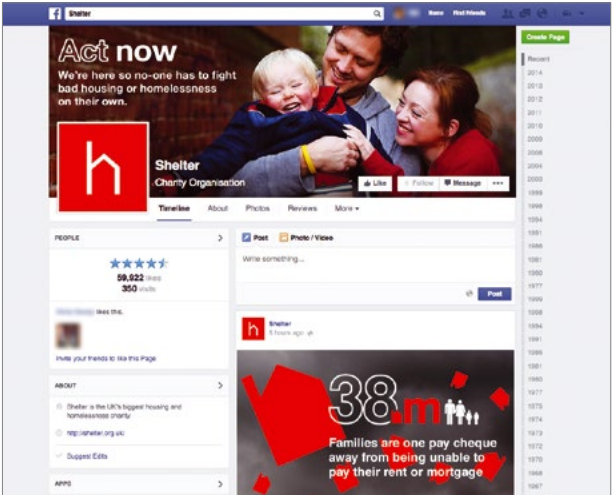
For more help with dual branding, contact branding@shelter.org.uk

Shelter 'h'

The roof-shaped h creates a strong visual link between Shelter and housing and homelessness. It acts as a visual representation of the brand without using the full logo.

It should be used either as a stand-alone device to represent Shelter, or to brand a single word to strengthen the association with Shelter.

As a standalone device



To brand single words



Don't use it as part of a sentence and don't use it in body copy.



Graphic device

This graphic device is inspired by the angle of the Shelter ‘h’. It is a flexible device that can be used to hold our diverse communications together and make them more identifiable

The device can be used in two ways:

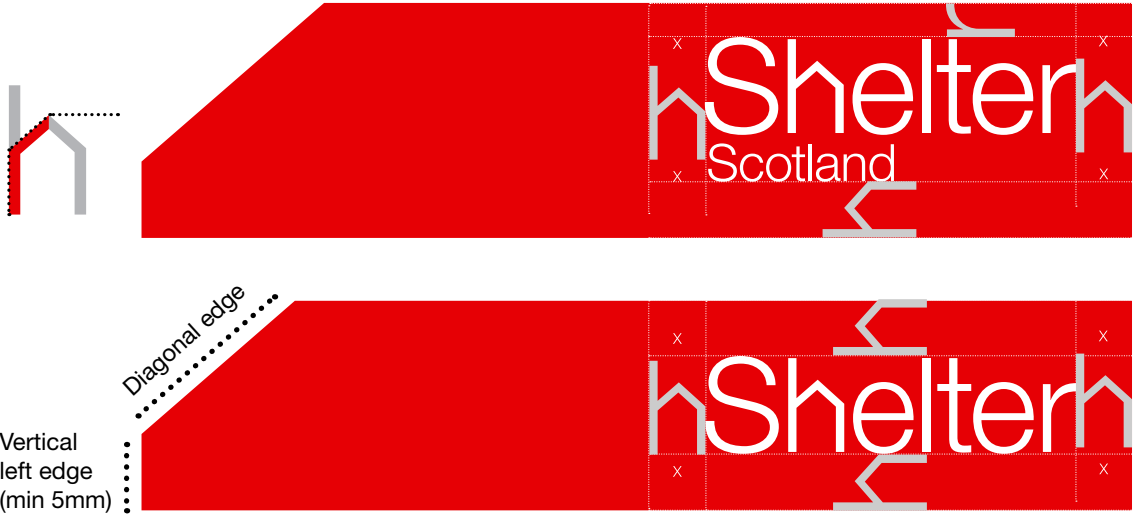
Bottom of the page

Along the bottom of the page with the diagonal on the left. When used this way it must bleed off the page.

Place holder

For smaller spaces it can be used with the diagonal edge on the right hand side and work as a place holder for a call to action. This should come in from the left side of the page and be used part way down, instead of at the bottom.

[Examples of the graphic device in use.](#)



Guidance on what not do with the graphic device

1. Never use an outline
2. Crop on the diagonal do not have point align to corner
3. Never place text over device boundaries
4. Never use a colour other than red

Guidance notes

- Be careful not to place too much text within the device. White text should be limited to no more than 3 lines of copy. Black text can be used for smaller details; registered charity number for example.
- Always adhere to the recommended logo usage.
- Using the logo and margin guidance you can determine the maximum height of the vertical left edge.
- The width of the diagonal edge should never be smaller than your right hand margin.
- The minimum height of the vertical left edge is 5mm.

Online Guidance

Use the graphic device online for visual graphic elements e.g. footers and tiles to create a visual link back to our brand.

Any usage which may impact usability must be tested and agreed.

Graphic device: Examples

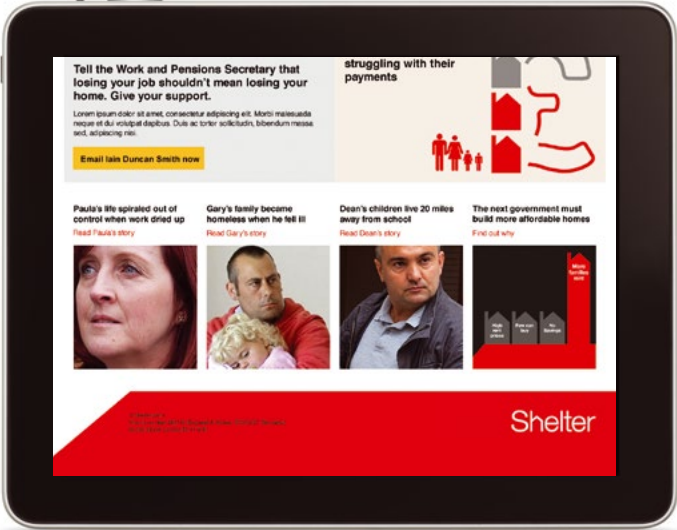
This page shows examples of how we use the graphic device on communications.



The shape in default use as lower “band”



The shape holds the call to action



Online use as footer

Colour palette

Primary colours

Red and white are our primary colours which act as the immediately identifiable link with Shelter.

Communications should lead with Shelter red and this should never be used as a tint.

Secondary colours

We have two secondary palettes depending on communication type. Use black and grey for expert and hard-hitting communications or our softer, domestic colour palette for human and empathetic communications. Use the red graphic device to ensure secondary colours never dominate.

When creating corporate communications such as an annual report you should lead with Shelter's core colours and the secondary palette for expert and hard-hitting communications.

Core colours

Pantone 485 C0 M100 Y100 K0 R255 G0 B0

White

Secondary (expert and hard-hitting)

Black C100 M100 Y100 K100 R0 G0 B0

80%

60%

20%

Cool Grey 6 C16 M11 Y10 K26 R173 G175 B175

80%

60%

20%

Secondary (human and empathetic)

Pantone 482 C4 M17 Y21 K7 R218 G201 B181

80%

60%

20%

Pantone 305 C55 M0 Y6 K0 R101 G207 B233

80%

60%

20%

Pantone 3242 C45 M0 Y19 K0 R114 G220 B212

80%

60%

20%

Pantone 273 C100 M100 Y0 K22 R36 G23 B115

80%

60%

20%

Accent (both palettes)

Pantone 136 C0 M31 Y87 K0 R255 G188 B61

Accent colour

Yellow can be used to draw attention to an action or object, or add a splash of warmth or urgency.

Guidance notes

- Always match these colours accurately for consistency
- Tints of our secondary colours can be used but please keep these to a minimum
- The most appropriate use for tints is for highlight boxes, tables and diagrams
- Percentage usage on all colours are ratios of 80%, 60% and 20%.
- Do not tint the yellow accent
- Yellow should account for no more than 5% of your communication
- Be careful of accessibility. Please see guidance on [type and colour](#)

Type and colour – print only

The colours used for type will depend on the type of communication.

Follow these guidelines for printed communications to ensure legibility and the right tone.

Expert and hard-hitting

Headlines

On a white background set in red, black or grey;
On red set in white or black;
On black set in red, white or yellow;
On dark grey set only in white;
On light grey set only in black

Standfirst: set in grey

Subheadings: in red where possible

Body: Set body copy in black or off-black.

Boxed copy: Use grey, red or tints of secondary colours for the box colour. Make sure boxed copy has enough contrast with the box colour to be legible.

Human and empathetic

Headlines

On a white background set in red or blue;
On red set in white, on secondary colours set in red or blue

Standfirst: blue

Subheadings: in red where possible

Body: Set body copy in black or off-black

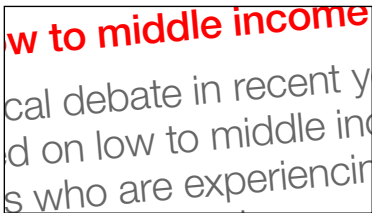
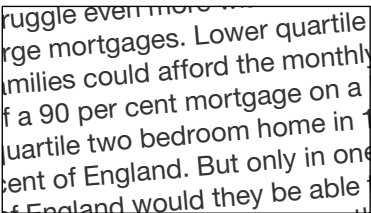
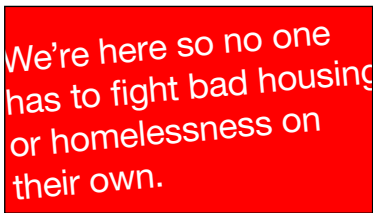
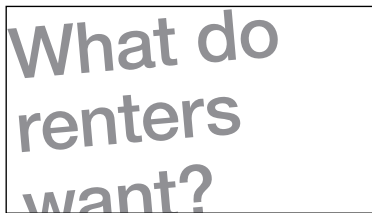
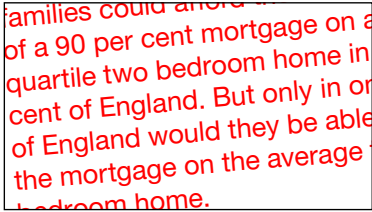
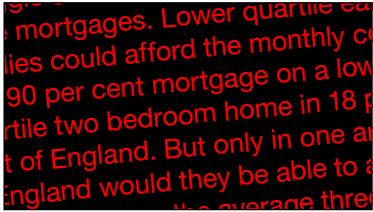
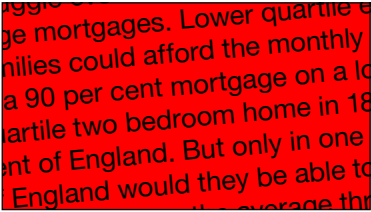
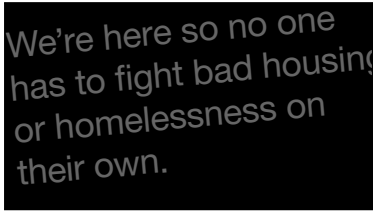
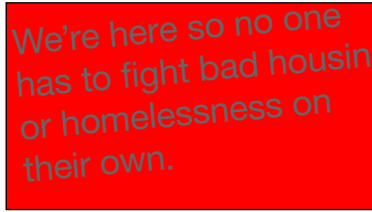
Boxed copy: Make sure boxed copy has enough contrast with the box colour to be legible.

Guidance notes

- Avoid more than 3 lines of white text on red or dark backgrounds

Typographic colour dos and don'ts

These guidelines are to ensure legibility of communications.

✓ 	✓ 	✓ 	✓ 	✓ 
✓ Use red sparingly for headings, subheadings and pull quotes.	✓ Red type on a black background can be used for headings, calls to action or to give standout.	✓ Set body copy in black or off-black. On a white background online, set body copy in #333333 (off-black). It's more legible than using full black text in long passages of copy.	✓ Avoid long sections of white on red as it can be difficult to read. As a general rule of thumb try to keep it to a paragraph.	✓ Grey on a white background can be used for headings, subheadings and standfirsts.
✗ Don't use red on white for long sections of body copy.	✗ Don't use red on black for body copy, as it's difficult to read.	✗ Don't use black on red for body copy, as it's difficult to read.	✗ Don't use grey on black or red backgrounds.	
✗ 	✗ 	✗ 	✗ 	✗ 

Shelter fonts

Our corporate font Helvetica Neue is used for headlines, sub headings and body copy. However where we need to take a more human and empathetic approach, use Alte Haas Grotesk Bold for headlines.

We combine two versions of Alte Haas Grotesk Bold – outline and solid. We use the outline version sparingly to add emphasis to key messaging and to reflect our [illustration style](#).

Headline font 1
Example: **Helvetica Neue 75**
(Expert and hard-hitting)

Headline font 2
Alte Haas Grotesk Bold
Alte Haas Grotesk Outline Bold
(Human and empathetic)

Subheadings
Helvetica Neue 75 Bold

Body copy
Helvetica Neue 55 Roman

Numerals and symbols in infographics
Alte Haas Grotesk Outline Bold

System font
Arial

- Guidance notes**
- We cannot send our fonts to third parties.
 - The [Helvetica Neue](#) family can be purchased from Linotype
 - [Alte Haas Grotesk Bold](#) can be downloaded free from [dafont.com](#)
 - Minimum point size is 24pt
 - The outline version of Alte Haas Grotesk Bold must only be used for headlines, and must be limited to **two consecutive words** for legibility.
 - Handwriting can be used when it is authentic and in the first person voice. It can only be used in case studies in direct marketing communications or social media posts. Use authentic scanned-in handwriting as opposed to script fonts.

Headlines (Alte Haas Grotesk): dos and don'ts

These examples show how to use the outline and solid version of Alte Haas Grotesk Bold as top level headings.

These two styles have been created to complement each other.

- Use the contrast between the outline and solid fonts to add emphasis or highlight a key part of the headline
- You can use our core brand colours and the blue from our secondary palette
- Our display face adds impact, so please avoid using it on large amounts of text at a small scale.

Join our
Gingerbread
House
Challenge

Wear your
Slippers

Stand up
for Shelter

Live

Guidance notes

When creating the outline version of the display face it is important to consider the following:

1. Make sure you don't have more than two words of copy
2. For line weights of text at different sizes: Set the stroke to 3% of the typesize.
3. Make sure the stroke is aligned to the centre of the path not the outside
4. Set tracking by eye to ensure the letterforms don't touch
5. Don't use the outline style on headings at less than 24pt.

Guidance on what not do with our headline font

1. 
2. 
3. 
4. 

Telling the human story

Housing is a human issue. We want our photography to tell the human story.

This means reflecting our brand attributes:

- **empathetic:** demonstrate understanding of the human condition
- **rooted in evidence:** show context
- **passionate:** to make sure that – happy or sad – we are powerful story tellers.

[Visit Shelter image library](#)



Photography concept	Telling the human story					
Photography principles	Keep it simple	Demonstrate despair and joy	Capture private moments	Housing = home	Show human connections	
Art direction	Simple, avoid visual clutter	Dynamic angles and crops. B&W for pain, effort, grit etc	We don't set up emotion, we seek true expressions	We show evocations of home – positive and negative	Don't use housing stock shots – how people live, not where	Show human touch, eye contact and close proximity

Photography principles

There are five key principles to consider when ‘telling the human story’.



1 Visual simplicity

- Simple composition tells a single story.
- Consider crops and interesting range.



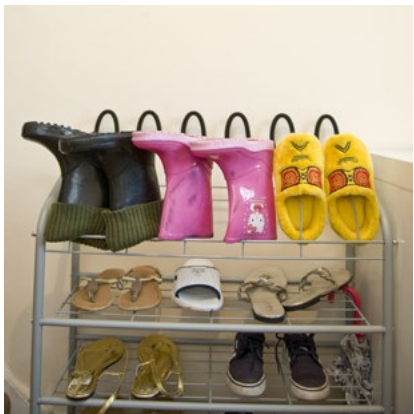
2 Demonstrate despair and joy

- Suggest despair and joy – but do not manufacture emotion.
- Black and white can show pain or ‘grit’, so don’t be afraid to use it.
- Bright, natural light suggests optimism.



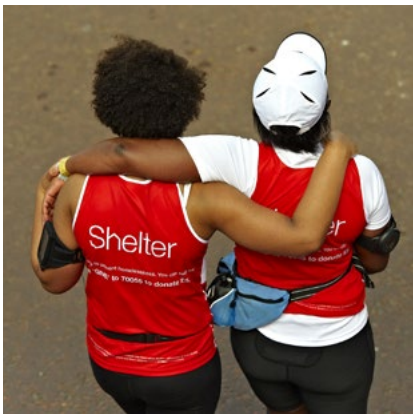
3 Capture private moments

- Capture people mid-expression, not posing for the camera.
- Do not feign emotion – where models are used, shoot them acting out the scene, not acting happy or sad.



4 Housing = home

- Touches of life at home. Home is about people, not just bricks and mortar.
- Shoot items that are specific, but universally recognised.



5 Show human connections

- For service shots, we like eye contact, overlapping of people, removal of barriers between people.
- Elsewhere, human touch and interaction is key – this supports our proposition that you are not on your own when fighting bad housing and homelessness.

Our brand

How we look

How we speak

Digital guidelines

Shelter Scotland

Checklist

Overview

Logo

Brand devices

Colours

Typography

Photography

Illustration

Photography concept

Photography principles

Dos and don'ts

Style sheet

Photography dos and don'ts

✓ Simple images



✓ Private moments



✓ Housing = 'home'



✓ Human connections



✓ Show real people/
personality



✓ Show domestic objects
in context



✗ Visual complexity



✗ Posed emotions



✗ Bricks and mortar



✗ Sterile, unappealing
services



✗ Don't reinforce
negative stereotypes



✗ Don't cut out and
superimpose objects



Photography style sheet

Our photography is split into five categories.

You can see here how Shelter's photography style translates across our different categories of images. Use this to help you select images within a certain category or when briefing photographers on our concept and style.

Need: portraying people in housing need.

Help: images that show how we help (advice, services) and people we've helped.

Case study: portrait-style images to accompany real-life stories.

Getting involved: people supporting Shelter through fundraising or campaigning.

Home: objects of home that show touches of home life.



Need

Help

Case Study

Getting involved

Home

Illustration styles

Depending on the type of communication, use simple flat outline illustrations with the expert and hard-hitting colour palette, or perspective outline illustrations using the human and empathetic colour palette. Remember, red always leads.

Expert and hard-hitting

infographics, shocking stats, big numbers, the big picture / problem



Human and empathetic

value of home / warm / need to engage audience with fun event or initiative

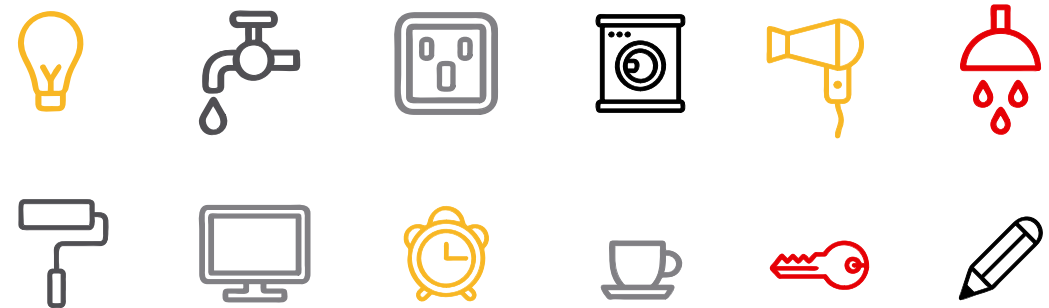


Illustration style – expert and hard-hitting

Our simple flat outline illustration style keeps communications pared back to illustrate key messages or facts.

The outline style used for these simple illustrations mirrors the Alte Haas Grotesk Bold outline typography, creating synergy across the two palettes.

You can also use Alte Haas Grotesk Bold outline to create symbols or numerals with an outline, and combine with the house icon and people where appropriate.



Guidance notes

When creating outline illustrations it's important to keep the line weight consistent with those already established.

1. Draw the illustration at a height of 35mm
Use the pen tool set at 1pt
2. When the illustration is drawn apply the 3pt oval 3 tool
3. In order to make it scalable select the illustration and go to:
 - > object
 - > select path
 - > select outline stroke

The illustration is now scalable and line weights should remain consistent in varying sizes.

When using Alte Haas Grotesk Bold, create symbols or numerals in the same way as in [headlines – dos and don'ts](#).

Illustration style – human and empathetic

The illustration style is warm and human, while still being simple. Use it to evoke the quality of ‘home’ and add personality to communications.

The illustration in this palette should be positioned on the graphic device where possible.

This style can also be [combined with photography](#).



Guidance notes

- We use two line weights for creating illustrations
- Based on A4 we use 3pt with 2pt for more detailed, smaller elements if required
- For stand out and consistency create the outlines from Pantone 273 (blue) and our corporate red. The secondary colours can be used for the details
- The line should always be solid and never broken
- Once the illustration is created, convert the lines to paths in illustrator so that it becomes scalable and line weights can remain consistently proportional at varying sizes.

Photography and illustration – human and empathetic

Photography and illustration can be used together to add warmth and personality to communications. Use photographs to depict people.

Use cut-out imagery of people and combine with domestic illustrations, or use a photograph of people within an illustrated frame.



Guidance notes

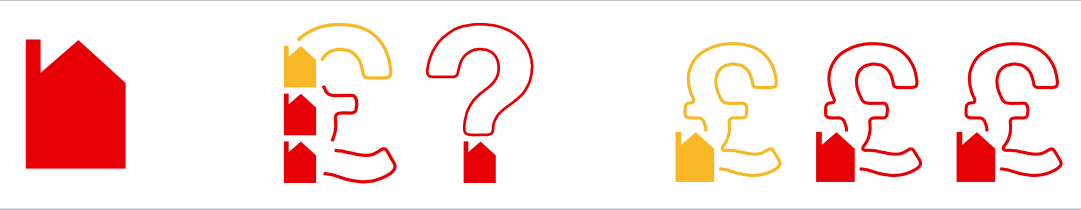
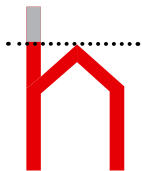
1. Find images from image libraries for your target audience
2. Either draw or find a suitable background scene and adapt it to use brand colours and style as shown in the [colour palette](#)
3. Work the 2 images together leaving room for copy
4. Add copy and branding
5. Place on the red shape wherever possible

House icon – expert and hard-hitting

The house icon is derived from the ‘h’ of our logo and should be used in infographics to illustrate key message / statistics.

Use solid colours for houses as the default. These can be combined with simple outline designs, typographic symbols or numerals.

The house icon can only be used in our primary and expert and hard-hitting palette. Use yellow to add emphasis.



Guidance notes

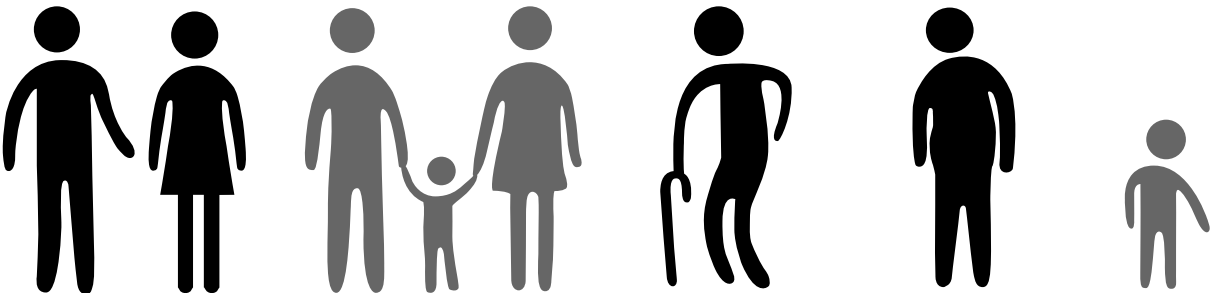
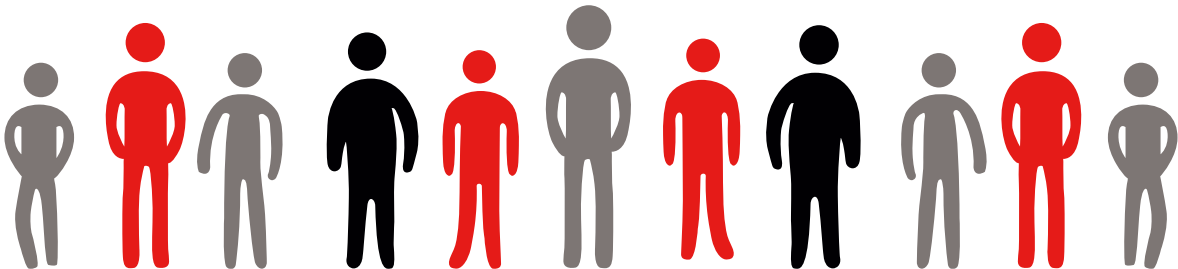
- Measured usage; don't over use the house icon. Less is more
- The house icon should never be less than 4mm in height
- Illustrations should be drawn at an approx height of 30mm with a stroke weight of 1.5pt. These can then be outlined and scaled up and down proportionally.

Shelter people

Use these solid characters to portray people and families in simple designs and graphics.

Though simple, they should convey expression and individuality through subtle shifts in pose and silhouette.

They can be used in colours from the primary and secondary colour palettes as needed.



Guidance notes

Creating the people illustrations:

- Keep the articulation flexible. Avoid sharp angles on limbs
- Simplify gesture as much as possible to convey at the simplest what the person represents or what they are doing
- Don't add facial expressions
- Don't use alternative iconic figures

Charts and graphs

This page shows examples of how we create charts and graphs.

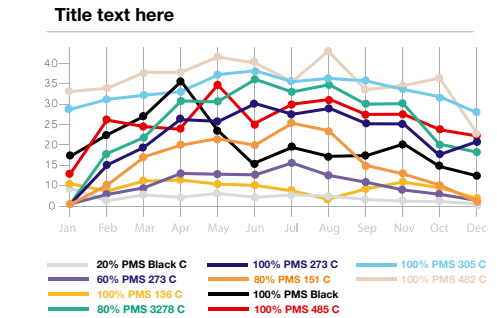
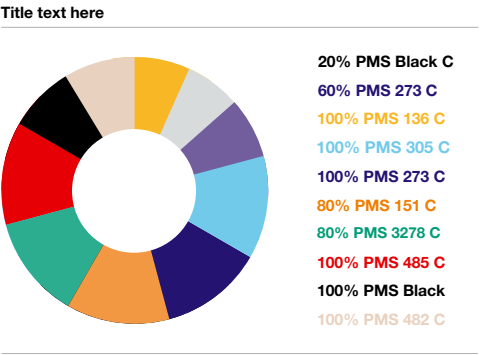
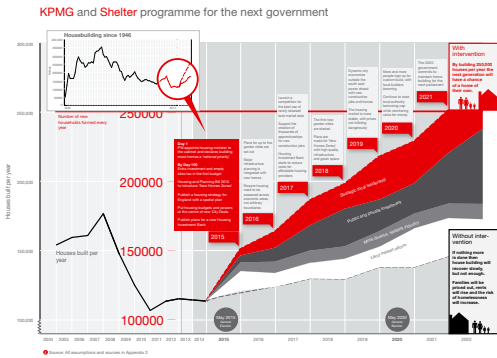
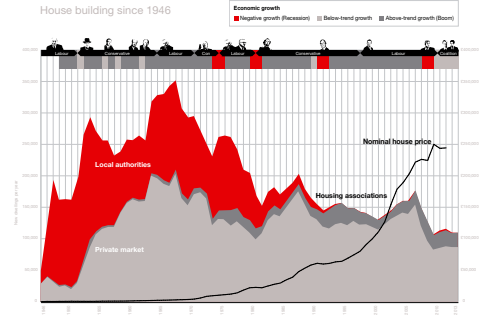
We recommend you always use the primary palette as much as possible so that our graphics remain distinct and recognisable.

Always separate 305 and 3242 for legibility.

Only when more colour indicators are required than our primary and secondary palettes comfortably allow, use the tertiary palette of orange and green.

Tertiary colours (for data only)

Pantone 151 C0 M64 Y100 K0 R255 G121 B0	80%	60%	20%
Pantone 3278 C100 M0 Y76 K0 R0 G155 B116	80%	60%	20%



Guidance notes

The core and expert and hard-hitting palette are the most appropriate for corporate communications.

Only when this isn't enough should you use the secondary human and empathetic and tertiary palette. The tertiary palette is only for data visualization.

Keep the blue and aqua colours apart.

Describing Shelter

These are the definitive descriptors to use in all communications about Shelter and [Shelter Scotland](#)

The Shelter descriptor

When describing Shelter, please use these exact words:

Shelter helps millions of people every year struggling with bad housing or homelessness – and we campaign to prevent it in the first place.

We’re here so no one has to fight bad housing or homelessness on their own.

If you’re developing communications for Shelter Scotland, see [Shelter Scotland descriptor](#)

Describing Shelter in one line

If you’re short on space you can use:

Shelter, the housing and homelessness charity

Our strapline

Until there’s a home for everyone

Calls to action

General: in most communications this is the action to encourage support.

Please support us at [shelter.org.uk](#)

Specific: use the most appropriate vanity URL eg

Get practical housing advice at [shelter.org.uk/advice](#)

Tone of voice — the five key principles

To increase understanding of what we do, we need to be clear and consistent. We need to speak with ‘one voice’. It expresses our personality.

Our tone of voice is the foundation of our ‘brand house’. We need to be recognised by our voice, just as much as we’re recognised by how we look.

1 Empathise

- Write with your reader in mind. See the situation from their point of view.
- Keep it personal by using pronouns like ‘we’ and ‘our’.
- Avoid loaded words like ‘single mum’, ‘ex-inmate’ and ‘benefits’.

2 Use more interesting language

- Don’t bury your message in ‘charity speak’. Be honest and direct.
- Avoid jargon. Keep it simple.
- Write as you speak.
- Don’t be afraid to show emotion.
- Using fewer nouns and acronyms, and using more verbs, makes it easier for the reader to understand and remember.
- And beginning a sentence with a conjunction is fine. Because that’s how we speak.

3 Use shorter sentences

- Check if there’s a simpler way to say something.
- Keep sentences to around 25 words.
- Try to make one point in each sentence. More can be confusing.
- Shorter sentences also convey confidence. Longer sentences can sound uncertain and confused.

4 Show rather than tell

- Show emotions in your communications. You don’t have to say ‘happy’ to convey happiness.
- Instead of saying things like ‘in housing need’, show the problem.
- Show our impact through real stories, case studies, insight and results.

5 Avoid repetition

- Cementing a point is fine, but don’t use the same words or phrases throughout. It’s less expressive and you risk boring your reader.
- Keep it fresh and varied. Avoid repeating the headline in the following sentence.
- SEO requirements may mean you have to repeat keywords. But try reading the content out loud. If it sounds unnatural, you’re probably using the keyword too often.

Keeping it simple

We want our writing to be personal and direct. Writing in ‘plain English’ and keeping sentences simple and short is the best way to do this.

Swap jargon and difficult words with simpler ones wherever you can. And always double check your writing to see if there is a simpler way to say something.

AVOID	USE	WHY
Afford an opportunity	Allow	Simpler – and more direct
Amongst	Among	Simpler – and more direct
Has the capability	Can	Simpler – and more direct
Whilst	While	Simpler – and less formal
With regard to	About, concerning	Simpler – and more direct
Legislation	Laws	More familiar and widely understood – although sometimes ‘legislation’ is the correct term
Housing costs	Rent or mortgage payments	More specific, everyday language
Housing crisis	Not enough homes, unaffordable homes	More specific
Housing haves and have-nots	People who own homes and people who don’t/people who can afford to live in a good home and people who can’t	More specific and slightly less dramatic (remember, show don’t tell). Less judgemental and sentimental
Client/individual/claimant/adult/case/service user	Families, people, children	More personal (and therefore hard-hitting) and empathetic, everyday language
House	Home	More personal and emotional
Housing need	People who need a home/who haven’t got a home	Less abstract – and more direct
Support	Help	More emotional, everyday language
Benefits	Safety net, help while they get back on their feet	‘Benefits’ now has baggage (‘feckless scroungers abusing the system’)
Jobless, unemployed	Looking for work/unable to work/was made redundant	Places people in a negative light, has negative connotations
Case studies	Real stories	Use warmer, everyday language

Volume control

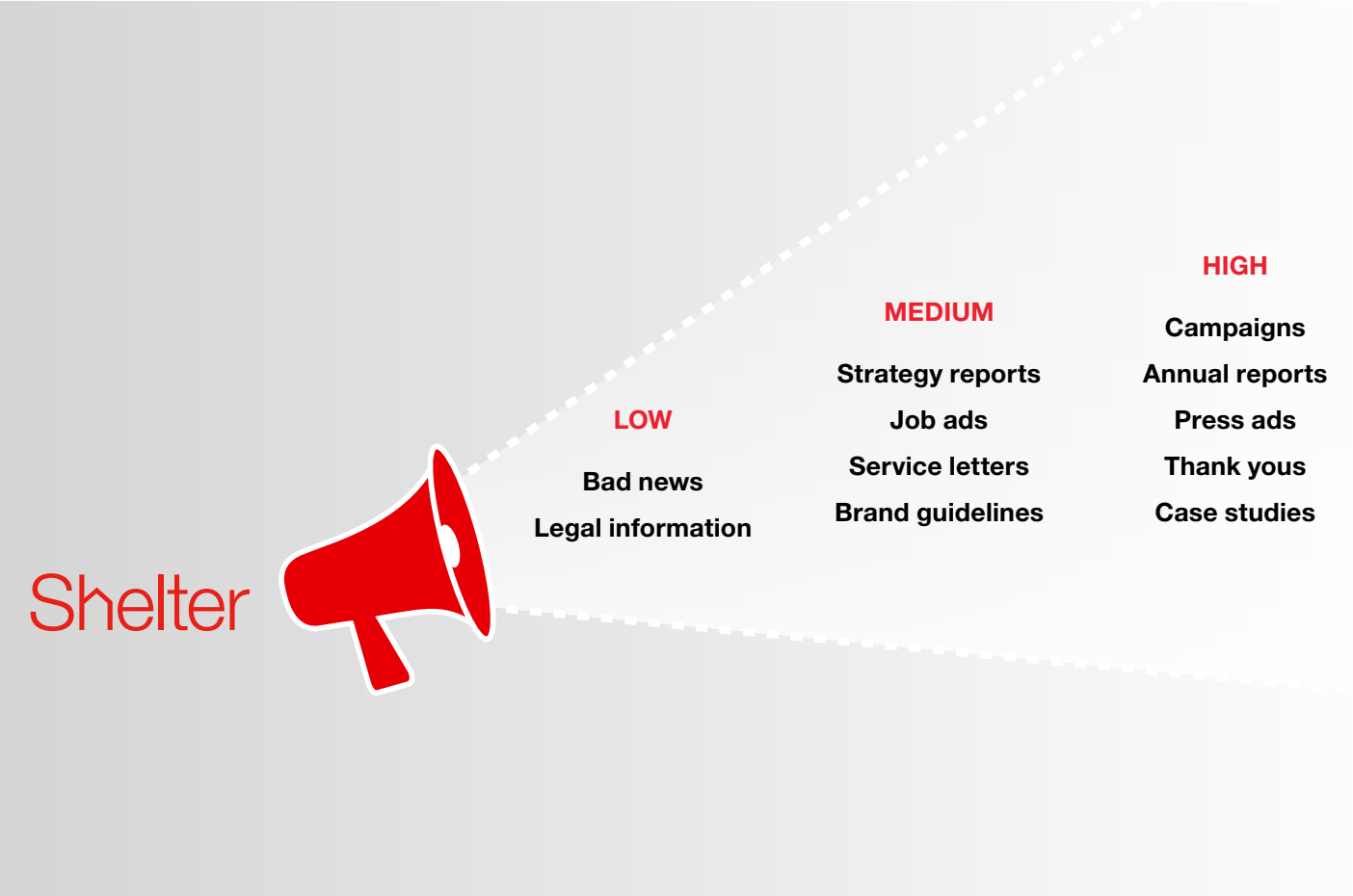
Increasing or decreasing the volume means that our tone of voice can be consistent and appropriate for each occasion.

Our tone of voice is always human and passionate. But as the volume gets higher, it becomes more hard hitting.

Importantly, we don't increase or decrease the volume depending on the audience. We change it for the context.

To increase the volume:

- make the sentences even shorter
- use more expressive, interesting words and phrases
- become less formal – read it aloud and see if it's as you would speak.



Shelter house style

Capitals

Use uppercase letters sparingly as they make reading more difficult. Don't use block capitals for more than one sentence at a time. If in doubt, use lower case, including for: parliament, government, chief executive, black, white, project manager.

Plain English

Keep writing simple – use short sentences and simple words. See [Tone of voice](#)

Single quotation marks

Use single quotation marks. Only use double quotation marks when it's a quote within a quote.

'The service has had a big impact on people. They often say things like "we'd be lost without this place",' says the project manager.

Dates

Set dates out as:

Friday 6 September 2013
10–16 May

The financial year is set out 2013/14 and the calendar year 2013–14.

Times

Use am and pm rather than o'clock, and without punctuation or spaces.

The project is open from
10am to 6pm daily.

Spelling

Use British spelling and 'ise'.

adviser	OK
online	programme
no one	organisation
antisocial	% (<i>not per cent</i>)

Italic

In print, use italic for emphasis, publication titles, films and foreign words.
Never use italics on the web.

Numbers

Write out numbers one to nine, and use numerals for 10 and over. Always use numerals for percentages. Use a comma for thousands.

Of our 153 shops, seven opened this year.

The survey showed 5,152 people were 'extremely happy' with Shelter's advice.

In England, there was a 28% rise in homelessness.

Addresses, phone numbers and URLs

Set out as:

Shelter

88 Old Street
London EC1V 9HU
0300 330 1234
0808 800 4444
020 7704 7000

shelter.org.uk

Punctuation

Use minimal punctuation. Write eg, ie and etc without full stops. NB and PS should be in capitals, with no full stop, followed by a space and an initial capital letter.

Use an en dash (a long dash, usually done automatically in Word, otherwise go to 'Insert > Special characters') in sentences (eg It's raining today – hopefully tomorrow will be sunny) and in dates and number ranges (23–27 July, ages 13–15).

Use hyphens to join words together (eg long-term objective, re-entry, self-disclosure).

Never use spaces with an oblique (also called a slash or solidus, eg 2012/14, black/white).

Using the Shelter logo online

In our logo the roof-shaped h makes a strong visual link between Shelter and housing. Our logo should be displayed prominently on all Shelter materials.

Please do not copy our logo from a Shelter website, or try to trace or redraw it.

If you're developing communications for Scotland, see [Shelter Scotland logo](#)

Contact branding@shelter.org.uk for versions of the Shelter logo in the format you need.

Logo and background colour



The default logo style is white on a red background (using our graphic device wherever possible) or red on white. The colour variations below are acceptable only where the default is not possible.

If the logo is placed over an image, ensure that it is over a simple, undetailed area without pattern and that there is enough contrast between the logo and the background.

Where there are colour restrictions and you cannot use red, you can use the following variations:



Clear space



Online: allow an 'r' of clear space.

Position

Online: use standard, top-left logo placement on web pages.

Online colour palette

This is our core navigation palette for digital use.

The colours for use online are derived and mirrored from the core colour palette. The suite is simple, bold and easy to apply.

We have specified the colours for text, background, buttons and links.

Gradients should never be used.

Text	Backgrounds	Buttons	Links on white background	Highlight boxes
#333333	#FFFFFF	#EB212E	#283589 Hyperlink	#333333
#FFFFFF	#EDEEEE	#F37A82 Over / on	#A9AED0 Over / on Hyperlink	#EDEEEE
#EB212E	#FCF9F6	#FCBF60	Links on black background	#FCF9F6
		#FDD9A0 Over / on	#FCBF60 Hyperlink	
			#FDD9A0 Over / on Hyperlink	

Using colours online

We’ve tested the colour combinations to make sure that they adhere to passing AA standards of accessibility best practice.

You’ll find examples here of those combinations. These combinations are the only ones to be used online.

Headline

Body lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sit amet **hyperlink** lorem sed mauris pharetra ullamcorper eget nec arcu.

Regular CTA

Headline

Body lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sit amet **hyperlink** lorem sed mauris pharetra ullamcorper eget nec arcu.

Regular CTA

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Regular CTA

Headline

Body lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sit amet **hyperlink** lorem sed mauris pharetra ullamcorper eget nec arcu.

Regular CTA

Header

Body lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sit amet **hyperlink** lorem sed mauris pharetra ullamcorper eget nec arcu.

Major CTA

Header

Body lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sit amet **hyperlink** lorem sed mauris pharetra ullamcorper eget nec arcu.

Major CTA

Guidance notes

Background colours

Use the lighter palette for backgrounds and use highlight boxes to accent depending on the tone of the page.

Use cream and grey to add warmth.

Use off black for urgent messaging.

Headline & body colour

Use off black on the lighter colours. On the off black, switch to white.

You can only use red headlines when the button is yellow.

Hyperlinks

Use navy blue on the lighter colours. On the off black, switch to yellow.

Buttons

Lead with red as your main call to action. For a major call to action, to create a point of difference use yellow. Copy on each appear in off black.

Outlines

Red or dark grey can be used to outline spaces at a 2px weight.

Typography online

Lead with Alte Haas Grotesk Bold, embed using Google fonts or another preferred method. Helvetica Neue is the web-safe secondary font of choice.

Alte Haas Grotesk Bold is always used for the main, large header. After this main header all other must be in Helvetica Neue.

We only use 2 cuts of the standard web Helvetica Neue, regular and bold.

When Helvetica Neue is not available Arial should be used as a system font.

Heading font 1
Alte Haas Grotesk Bold 36px

Heading font 2
Helvetica Neue Bold 28px

Subheading
Helvetica Neue Bold 20px

Lead paragraph
Helvetica Neue 16px copy paragraph Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc semper dignissim sagittis. Donec scelerisque maximus augue, a pulvinar tellus pharetra id. Cras vitae sagittis felis.

Body copy
Helvetica Neue 14px copy paragraph Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc semper dignissim sagittis. Donec scelerisque maximus augue, a pulvinar tellus pharetra id. Cras vitae sagittis felis.

Hyperlink
> Helvetica Neue bold 14px

Buttons

Helvetica Neue Bold 14px

Helvetica Neue Bold 14px

System font
Arial

Guidance notes

- The outline version of Alte Haas Grotesk Bold should only be used within an image. Don't use as live text for standard headlines.
- Handwriting is not to be used on the website and can only be used when speaking in the 1st person on social media posts.
- Use authentic scanned-in handwriting as opposed to script fonts.

Web icons

We have a restricted palette of functional icons for web usage, which adopt our outline style.

Usage

These icons act as prompts to aid the user experience. Any web icons outside of this palette are not permitted to be used on Shelter websites.

Consistency

Icons must be used consistently e.g. magnifying glass is only used for search, download icon is only used for a downloadable document, info icon is only used for an information box (static or hover).



Download



Phone



Email



Information



Search



Menu



Print

Guidance notes

Icons should never be smaller than 40px high

How to use the Shelter Scotland logo

Here is our logo.

The roof-shaped h makes a strong visual link between Shelter and housing. Our logo should be displayed prominently on all Shelter materials.

Please do not copy our logo from a Shelter website, or try to trace or reproduce it.

If you're developing communications for Shelter England and Wales, see the [Shelter logo](#) section.

Contact branding@shelter.org.uk for versions of the Shelter logo in the format you need.

Logo and background colour



The default logo style is white on a red background (using our graphic device wherever possible) or red on white. The colour variations below are acceptable only where the default is not possible.

If the logo is placed over an image, ensure that it is over a simple, undetailed area without pattern and that there is enough contrast between the logo and the background.

Where there are colour restrictions and you cannot use red, you can use the following variations:



Clear space



Print: allow an 'h' of clear space around the logo. No text, partner logos, or other page marks should creep into this space.

Online: allow an 'r' of clear space.

Position

Print: place the logo in the bottom right corner. Top right is also acceptable.

Online: use standard, top-left logo placement on web pages.

Size

Here are the recommended sizes and margins.

Sizes apply to both landscape and portrait		
Page size	Preferred margin	Logo width*
A1	35mm	170mm
A2	30mm	120mm
A3	20mm	83mm
A4	15mm	57mm
A5	10mm	40mm
DL	10mm	51mm

* Calculated as: width of 1/3 columns in A-size portrait or 2/3 columns in DL portrait

Never display the logo smaller than

- 25mm wide for print
- 90px wide online

Where it is small, avoid photographic backgrounds.

Writing for a Scottish audience

Developing communications for Scottish audiences isn't just a matter of swapping the Shelter logo to Shelter Scotland.

If you're developing communications for Shelter England and Wales, see the [How we speak](#) section.

All communications for a Scottish audience must refer to the organisation as Shelter Scotland throughout. Don't revert to shorthand 'Shelter' at any point.

Shelter Scotland was established in 1968 (Shelter was established in 1966).

Any facts and figures must be relevant to Scotland. Don't use England-only figures.

The URL for Shelter Scotland is

shelterscotland.org

The Shelter Scotland descriptor

When describing Shelter Scotland, please use these exact words:

Shelter Scotland helps over half a million people every year struggling with bad housing or homelessness – and we campaign to prevent it in the first place.

We're here so no one has to fight bad housing or homelessness on their own.

Different housing and legal terms are used in Scotland, so please remember the following terms:

Professional terms

Sheriff (judge or qualified magistrate)
The name of the judge in the Sheriff court

Sheriff Officer (bailiff)
These are private individuals who are authorised to act as officials of the sheriff court and who can serve any papers or enforce orders of the courts in civil cases

Housing tenancies

Short Assured Tenancy
Assured shorthold tenancy

Scottish Secure Tenancy
Secure tenancy

Short Scottish Secure Tenancy
Similar but not the same as an introductory tenancy

Institutions

Scottish Government/Holyrood
Don't use the term 'Scottish Executive'

UK Government/Westminster
Don't use the terms 'the Government' or 'national government' when referring to the UK Government or Westminster

Scottish Housing Regulator
Audit and regulatory body for Scotland's housing sector

Legal terms

ISH
This is short for issue and it represents the date a lease will end

Tacit relocation
The implied reletting of a property on the same terms and conditions

Condescendence
The written statement of facts in the summons or writ on which the pursuer relies to prove his/her case

Declarator
This is the judicial declaration of a person's rights

Heritable property (leasehold/freehold)
This refers to land, buildings and all objects naturally immoveable or fixed to the soil

Liferent
This is a right given by one person to another to possess, use and enjoy the property during the latter's lifetime

Mandatories

Please refer to this section to ensure your communications contain all the relevant mandatory information.

Addresses

England

Shelter
88 Old Street
London EC1V 9HU

Scotland

Shelter Scotland
Scotiabank House
6 South Charlotte Street
Edinburgh EH2 4AW

Shelter descriptor

You must use this when describing Shelter.
See [Shelter descriptor](#)
and [Shelter Scotland descriptor](#)

Phone numbers

On the whole, external communications should not advertise our helpline.
Instead, communications should include the supporter helpdesk number:

0300 330 1234

If you are producing communications for service users, the number to use is:

0808 800 4444

Email address

info@shelter.org.uk

URLs

Please use the following URLs:

England

shelter.org.uk

Scotland

shelterscotland.org

Registered charity statement

Printed or written requests for money must contain the following information:

Registered charity in England and Wales (263710) and in Scotland (SC002327)

For all branding queries, contact branding@shelter.org.uk

Checklist

1.

Does your communication reflect our [core position](#) ‘we’re here so no one has to fight bad housing or homelessness on their own’?
2.

Check that nothing in your material goes against our [guiding principles](#).
3.

Is your [logo](#) placed over an undetailed background and have you left enough clear space around it?
4.

If we are [partnering with other brands](#), is it clear what the relationship is?
5.

Make sure [secondary colours](#) aren’t more dominant than [primary colours](#).
6.

Check the font is Helvetica (Arial is also acceptable online) and that you have used the [correct font colours](#).
7.

Do the images ‘[tell the human story](#)’ and follow the key photography principles?
8.

Have you used the [standard descriptor](#)?
9.

Does the messaging show empathy with the reader?
10.

Is it written as you’d speak? Have you checked for jargon or ‘charity-speak’?
11.

Are there any long sentences over 25 words that need shortening?
12.

Does your communication ‘show’ rather than ‘tell’?
13.

Have you checked for unnecessary repetition?
14.

Have you suitably adapted any communications for [Shelter Scotland](#) with the correct logo, descriptor and checked any stats?
15.

Have you included all the relevant [mandatory information](#)?

For all branding queries, contact branding@shelter.org.uk