# HUMANITARIAN TOOLBOX

## BRAND GUIDELINES

**Winter 2012**

# OVERVIEW

Humanitarian Toolbox is an open-source set of tools and solutions for humanitarian organizations. We organize hackathons and bring together coders to develop apps and tools that help these organizations save lives. These coders get to feel good about helping the world, and may also advance their careers through networking or association with a particularly well-crafted app (though that benefit should be soft-pedaled).

Our primary target audience is developers. We also speak to humanitarian and government organizations and potential corporate sponsors. Our brand identity is direct and professional without being overly serious. We need to communicate the urgency of our mission in a way that invites active participation.

These guidelines will help you to maintain a consistent brand voice. Follow them as closely as possible and you will build a strong, unique, and relatable presence. Of course, brands can change over time—especially newer, younger brands—so these guidelines will evolve as needs change. When in doubt, your common sense will serve you well.

# VOICE

Most of the people we want to reach are busy and have countless demands on their time. In order to have the greatest impact, we need to recognize that their time is valuable, but also that they can use some of that precious time to make the world a better place.

To that end, all external Humanitarian Toolbox communications should aim for a copy tone that is:

- **DIRECT AND PROFESSIONAL**
  Use short sentences and get to the point right away. Be as clear as you can, and use humor and informal language sparingly.

- **INVITING**
  Though the voice is professional, it is not boring! Our mission may be urgent, but we can still have fun. Make sure that your communication stands out from what people see at work every day. Keep it upbeat, even when dealing with serious issues, and let the audience know that they are welcome and respected.

# LOGO + TAGLINE





Minimum clear space around logo to be equal to the height of the *O* in "TOOLBOX."



Do not stretch or squish the logo disproportionately.



Do not change the color of the logo.

## OPTIONAL TAGLINE:
"When disaster strikes, code saves lives."

# COLORS

| | PMS | CMYK | RGB | HEX |
|---|---|---|---|---|
| ● | 1795 | 0/96/93/2 | 210/38/48 | d22630 |
| ● | 465 | 9/29/66/24 | 185/151/91 | b9975b |
| ● | 7502 | 6/14/39/8 | 206/184/136 | ceb888 |
| ● | 4625 | 30/72/74/80 | 79/44/29 | 4f2c1d |

# TYPOGRAPHY

### HEADLINES: FRUTIGER 75 BLACK

Set all print headlines in Frutiger 75 Black, all caps. For web use, if Frutiger 75 Black is not an option, Helvetica Bold can be substituted.

**Frutiger 75 Black**
**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**$1234567890&(.,'";:!?)**

## BODY COPY: Frutiger 55 Roman

Set all print body copy in Frutiger 55 Roman. For web use, if Frutiger 55 Roman is not an option, Helvetica can be substituted.

Frutiger 55 Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
$1234567890&(.,'";:!?)

### OPTIONAL ACCENT: Frutiger 65 Bold

To call attention to short headlines, use Frutiger 65 Bold.

**Frutiger 65 Bold**
**a b c d e f g h i j k l m n o p q r s t u v w x y z**
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**
**$1234567890&(.,'";:!?)**

# QUESTIONS

If you've got any questions or need access to fonts, logos, or other assets, please contact our Brand Coordinators.

**Pascal Schuback**
[contact info]
[contact info]
[contact info]

**Christine Allard**
*Creative Director, ZoomPop*
christine@zoompop.com
206.323.0897