



SHELTERBOX AND ROTARY

Logo Guidance

version 1.1

*for Operations, ShelterBox Operations
Philippines, Affiliates & HQ (non-ops)*





This document provides guidance on the use and inclusion of the Rotary and ShelterBox logos, covering all needs. All design files are in the Branding Resource. If further clarification is needed contact the Rotary Partnership Manager.

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OPERATIONS GUIDE

There are numerous occasions when Operational Teams will be using the ShelterBox and Rotary logos. They are:

ON AID ITEMS:

If we are branding any of our aid items or packaging with a ShelterBox logo, then we must brand it with the joint ShelterBox/Rotary 'lock up' logo.

Stickers and inserts (for use with plastic wallets) are available in the operations comms cupboard and are to be taken by teams going on deployment.

CLOTHING:

All ShelterBox staff and volunteers, response team members included, wearing branded clothing (polo shirts, jumpers, technical tops, etc.) must have the ShelterBox logo over their left chest and the Rotary logo on their right sleeve. Agreed upon designs have been signed off by RI. The approved designs are available on Share point.

When working with in-country local support any branded clothing (t-shirts, tabards etc) should have the ShelterBox vertical logo – not the lock up partnership logo.

THIRD PARTY CO-BRANDING:

If we are looking at co-branding with a third party (e.g. Plan International or IEDA Relief, etc.) then the same 'lock up' logo should be used and a draft of any design with the third-party partner logo needs to be sent to the Rotary Partnership Manager for clearance by RI before it is printed.

RESPONSE BRANDING:

If we are branding anything during a response, eg. at point of distribution, during train the trainer, etc. (banners, etc.) then the 'lock up' logo should be used.

PRINTED OR DIGITAL ASSETS:

If any printed or digital assets (e.g. leaflet, training guides, etc.) are being produced they must use the 'lock up' logo and must have the disclaimer: 'ShelterBox is a registered charity independent of Rotary International and The Rotary Foundation'. N.B this disclaimer only needs to be on printed and digital assets – not on t-shirts or aid items.

The design files for all these assets are available in the Branding Resource



PLEASE NOTE THERE IS A SIMPLIFIED ROTARY LOGO FOR CLOTHING.

LOGO LOCK UPS

These are our lock up logos. No other version exists nor should any modifications to them be made.

LOCK UP LOGO:



This vertical logo is only to be used on aid items not for any other use.



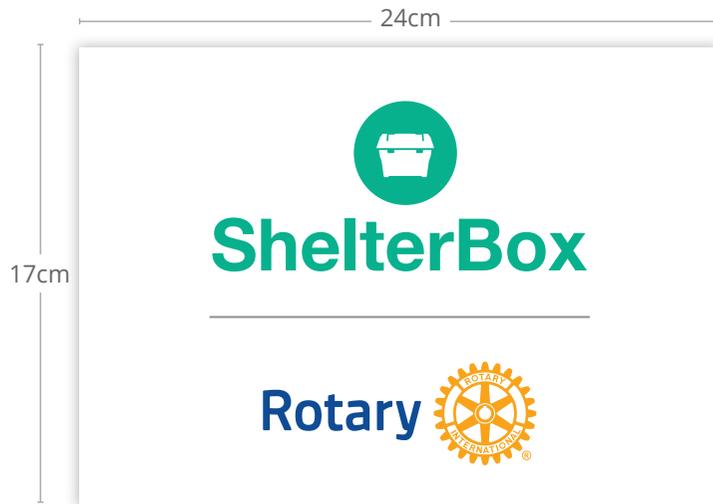
STICKERS

These stickers are all available in the operations comms cupboard and should be taken with you on deployment.



INSERTS AND WALLETS

This is the insert, that is available in the operations comms cupboard, to be inserted into plastic wallets. They should be taken with you on deployment.



LOGOS AND CLOTHING

Clothing for ShelterBox staff and ShelterBox volunteers around the world

Here you can see the approved layout of the logos on a polo shirt. The same layout applies to all types of tops (t-shirts, technical tops, etc.).



PLEASE NOTE THERE IS A SIMPLIFIED ROTARY LOGO FOR CLOTHING.

CLOTHING FOR IN-COUNTRY LOCAL SUPPORT:





ShelterBox

Rotary



ShelterBox is a charity independent of Rotary International and The Rotary Foundation

PRINTED AND DIGITAL ASSETS

When using the Rotary logo, always include the disclaimer which must be displayed near the Rotary logo. This disclaimer must be set apart from the other contents in the communication and of a clearly readable type-size.

If there is available space on the material – an optional, additional sentence explaining the relationship between ShelterBox and Rotary International can be included *'ShelterBox and Rotary International are project partners in disaster relief.'*

THIRD PARTY CO-BRANDING

This banner is an example of approved co-branding by the Rotary Partnership Manager and RI.

Approval does not take long, however do allow a little time for turnaround



**SHELTERBOX
OPERATIONS
PHILIPPINES
GUIDE**

The design files for all these assets are available in the Branding Resource



ShelterBox

Operations Philippines

STATIONERY, DIGITAL AND PRINTED ASSETS

Guide for general use of the ShelterBox Operations Philippines and Rotary logos.

Please note that ShelterBox Operations Philippines cannot lock-up their logo with that of the Rotary logo. The ShelterBox Operations Philippines logo and the Rotary logo must be kept separate. Preferably on opposite corners of a document.





ShelterBox

Operations Philippines

ShelterBox is a charity independent of Rotary International and The Rotary Foundation



When using the Rotary logo, always include the disclaimer which must be displayed near the Rotary logo. This disclaimer must be set apart from the other contents in the communication and of a clearly readable type-size.

If there is available space on the material – an optional, additional sentence explaining the relationship between ShelterBox and Rotary International can be included *'ShelterBox and Rotary International are project partners in disaster relief.'*

AID ITEMS

When branding aid items or packaging, SBOP must use the same lock up logo as the rest of the organisation.

LOCK UP LOGO:



Rotary



Rotary



Designs for stickers can be found in the Branding Resource

This vertical logo is only to be used on aid items not for any other use.



ShelterBox

Rotary



ShelterBox

Rotary



LOGOS AND CLOTHING

Clothing for ShelterBox Operations Philippines volunteers and staff

Here you can see the approved layout of the logos on a polo shirt. The same layout applies to all types of tops (t-shirts, technical tops, etc.).



PLEASE NOTE THERE IS A SIMPLIFIED ROTARY LOGO FOR CLOTHING.

HQ AND INTERNATIONAL NON OPS GUIDE

*The design files for all these assets are
available in the Branding Resource*



LOCK UP LOGO

These are our lock up logos. No other version exists nor should any modifications to them be made.

LOCK UP LOGO:



DEMO AID ITEMS LOCK UP

This vertical logo is only to be used on demo aid items not for any other use.



PRINTED AND DIGITAL ASSETS

If any printed or digital assets (e.g. Beyond the Box, campaign, etc.) are being produced they should use the lock up logo and must have the disclaimer, below.

‘ShelterBox is a registered charity independent of Rotary International and The Rotary Foundation.’

If there is available space on the material – an optional, additional sentence explaining the relationship between ShelterBox and Rotary International can be included:

‘ShelterBox and Rotary International are project partners in disaster relief.’

Shine for ShelterBox

On the darkest days of winter, you'll brighten lives. When disaster strikes, when families lose all they own to natural disasters or conflict, you can be there to bring light and comfort.

By hosting a Shine for ShelterBox candlelit party this winter you can raise money for families caught up in disasters. However you do it, with every penny and pound you raise, you'll help to provide tents, tools, blankets, a solar light and much more for families left homeless by disasters.

FIND OUT MORE INFORMATION AND REQUEST YOUR FREE SHINE FOR SHELTERBOX PACK:
www.shelterbox.org/shine

ShelterBox
Falcon House, Charles Street,
Truro, TR1 2PH, UK

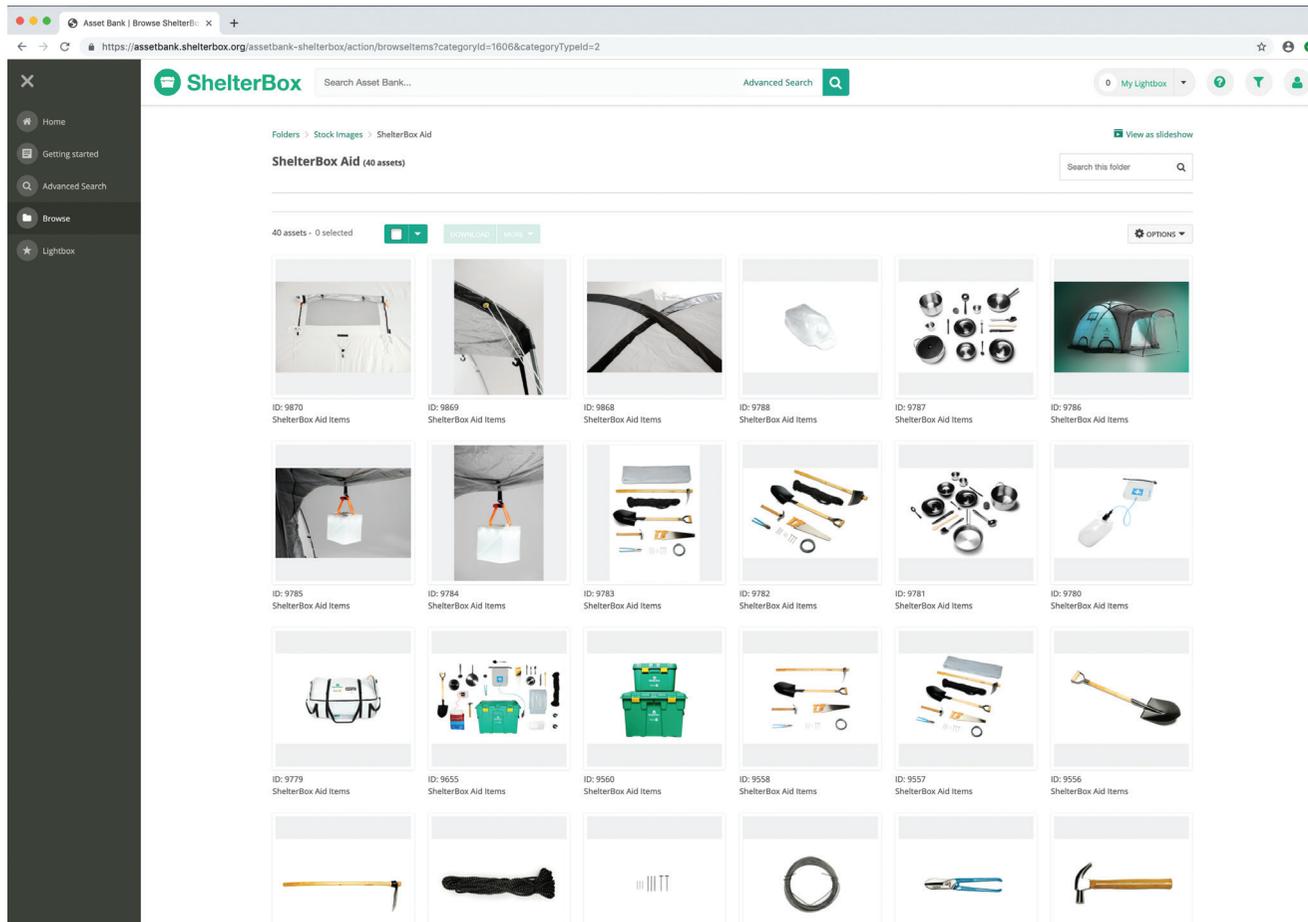
T +44 (0)1872 302600
E hello@shelterbox.org
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President
Her Royal Highness
The Duchess of Cornwall

ShelterBox | **Rotary**

VAT 777524785. ShelterBox Trust is a registered charity (1096479) and a limited company in England and Wales (04612652). ShelterBox is a charity independent of Rotary International and The Rotary Foundation

If producing digital and/or printed assets, using studio photographed shots of aid, the ones in Asset Bank must be used.



These can be found on Asset Bank by clicking on Stock Images and then ShelterBox Aid.



Do not produce any assets that use studio photographs with old logos.

If producing material for a Rotary audience, where possible, please try to use photos from the field that do NOT display the old wheel.

If you are using a photo from the field that displays the old wheel you must add this disclaimer:
Photo taken / aid produced before RI changed logo.



LOGOS ON DEMONSTRATION KIT

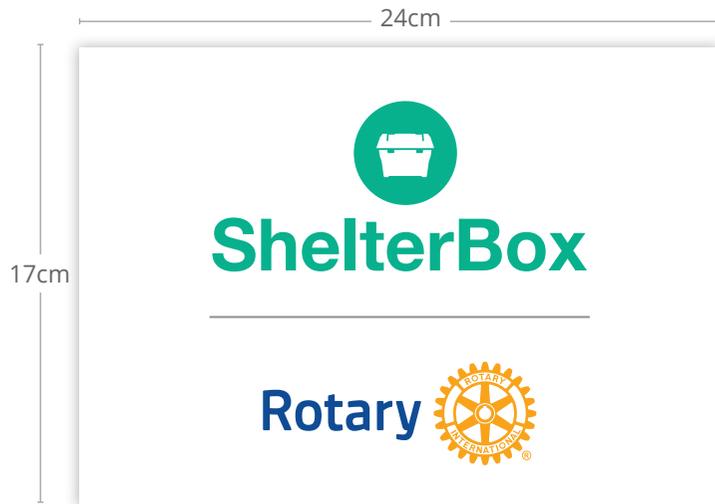
When branding demo kit or the packaging of demo kit, it needs to be branded with the Demo Aid item lock up logo.

Design files for stickers and inserts (for use with plastic wallets) are available in the Branding Resource



INSERTS AND WALLETS

This is the insert, the design files for this are also available in the Branding Resource, to be inserted into plastic wallets.



LOGOS AND CLOTHING

Clothing for ShelterBox staff and ShelterBox volunteers around the world

Here you can see the approved layout of the logos on a polo shirt. The same layout applies to all types of tops (t-shirts, technical tops, etc.).



PLEASE NOTE THERE IS A SIMPLIFIED ROTARY LOGO FOR CLOTHING.



*If you have any
questions regarding
this document,
please contact:*

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[ShelterBox.org](https://www.ShelterBox.org)