

Human Relief Foundation

INTRODUCING OUR BRAND

HRF Human
Relief
Foundation

Introduction

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So much has changed since we took our first steps in the world, back in 1991. A beginning that saw us start our working life in a small back office in Bradford, with the simple aim of serving the needs of those affected by the first Iraq war.

But nothing remains the same, and conflict, environmental crises, and man-made disasters saw our humanitarian aid programmes grow in size and spread across continents. Today, we work in some 15 countries, from 5 regional UK offices, 8 overseas branches, and often team up with some of the largest NGOs in the world, including UNICEF and UNHCR. Our latest change is with our logo and brand identity – we’ve created a look that reflects our significant role in the humanitarian aid international theatres of operation.

This document will help you create compelling pieces of communication and remain on-brand with whatever you are producing. We’re really excited to see how you will bring it to life.

Thank you

Human Relief Foundation

OUR LOGO

Our logo

Our logo is the most important part of our toolkit, it visually brings to life the way our organisation puts humanity at the heart of everything we do and we should always use it in a proud and confident way.

Our logo



Our logo - stacked



Using our logo

Where possible we recommend using the full colour primary logo, if space is an issue please use the full colour stacked logo.

If print restrictions apply or legibility is an issue please use the most appropriate variant.

Please always follow these simple rules:

- The logo should always be reproduced from a master file. It should be used in EPS, JPEG or GIF format.
- It should never be scanned from letterheads or leaflets.
- Please do not attempt to re-create any element of the logo yourself.

All versions of the logo are available from XXXX

Reversed colour logo

For when printing on dark backgrounds.



Positive mono logo

For use when printing in black and white.



Reversed mono logo

For when printing in black and white.



Reversed colour logo stacked

For when printing on dark backgrounds.



Positive mono logo stacked

For use when printing in black and white.



Reversed mono logo stacked

For when printing in black and white.



Using our logo

To protect our logo and ensure it is always seen in a consistent way, we have worked out a clear zone to keep our brand from being cropped off a page or having other elements placed too near to it so it becomes visually confusing.

- Always stick to the clear area as shown opposite. This measurement is half the top circle of our human icon
- There is also a minimum size we can make the logo whilst still making sure our name is legible.

Clear zone - Primary logo



Clear zone - Stacked logo



Minimum size - Primary logo



Minimum size - Stacked logo



Our logo

We have a few simple rules to try and stick to when using our logo, none of the versions shown opposite are acceptable.

1. Don't stretch or distort our logo.
2. Don't change our logo colours.
3. Don't attempt to recreate any part of our logo or create any new versions and always use the master assets supplied.
4. Don't use our logo on a background that will compromise legibility.

1.



2.



3.



4.



Human Relief Foundation

OUR HUMAN

Our human

Humans are at the heart of our organisation and our identity. Our human icon is the key component of all our new brand assets and can be used in a variety of different ways to enable you to communicate with creativity whilst still remaining on brand.

Icon



Using our human

Our human should be at the heart of any piece of communication.

We can use it as a 'window' to bring our proposition to life by allowing the reader to see the humanity in any situation for themselves...

Window

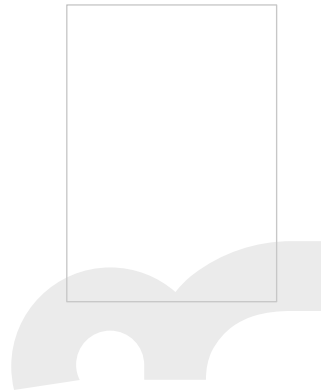


Using our human

Using the shape as a way to hold content and also graphically badge everything from social media posts to fund raising posters.

You can scale, rotate and flip our icon to create the shapes you need to hold information or just to break up the design.

Holding shapes



Holding shapes



Using our human

When appropriate we can also use our human icon to replace the 'R' in certain words or phrases.

These are used to draw attention to certain types of situations we are involved in.

This device can be extremely impactful when used in the right circumstances and can make our organisations work be explained very simply.

Sample words

DISASTER

HUNGER

EMERGENCY

WAR

Human Relief Foundation

OUR COLOURS

Our colours

We have a wide range of colours in our palette which have been picked specifically to work with our cotrre red's and to allow our communication materials to be as bright and engaging as possible.

Primary



C 14
M 97
Y 40
K 58

R 111
G 0
B 49

Pantone 209



C 0
M 100
Y 64
K 0

R 237
G 23
B 77

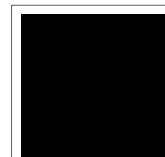
Pantone 192



C 0
M 0
Y 0
K 70

R 109
G 110
B 113

Grey



C 0
M 0
Y 0
K 100

R 35
G 31
B 32

Black



C 0
M 0
Y 0
K 0

R 255
G 255
B 255

White

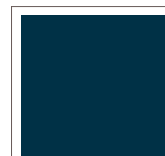
Secondary



C 0
M 9
Y 100
K 0

R 255
G 223
B 49

Pantone 109



C 100
M 30
Y 19
K 76

R 0
G 49
B 70

Pantone 3035



C 45
M 16
Y 25
K 50

R 82
G 109
B 111

Pantone 444



C 81
M 0
Y 23
K 0

R 0
G 182
B 201

Pantone 7710

Human Relief Foundation

OUR TYPOGRAPHY

Our typography

Our body copy font is Museo Sans

It is friendly, legible and contemporary and shares characteristics with our headline font we use the different weights indicated opposite to add emphasis where needed.

All weights are available to purchase here:
www.myfonts.com

Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
()1234567890

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
()1234567890

Museo Sans 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
()1234567890

Our typography

Our headline font is Museo Sans Condensed 900.

As part of the Museo family it complements our body copy font in all weights but has enough personality in the characters to work equally well on its own.

It can be purchased here: www.myfonts.com

Or if you are using Adobe Creative Cloud it can be activated simply using Typekit.

We use this for headlines and to pull out key information like quote or facts. We generally use it in capital letters to give what we are saying more authority.

HELLO

Campaign headlines

**YOUR OFFERING.
OUR REFUGEE
SUPPORT TEAMS.
THEIR LIVES REBUILT.
WE ARE ALL HRF.**

Pull-out quotes

**“OUR ABILITY TO SWIFTLY GET AID
TO THOSE IN NEED IS KEY TO OUR
SUCCESS. OFTEN A DONATION MADE
AT RAMADAN WILL BE CHANGING LIVES
FOR THE BETTER WITHIN 24 HOURS.”**

Human Relief Foundation

BRINGING IT ALL TOGETHER

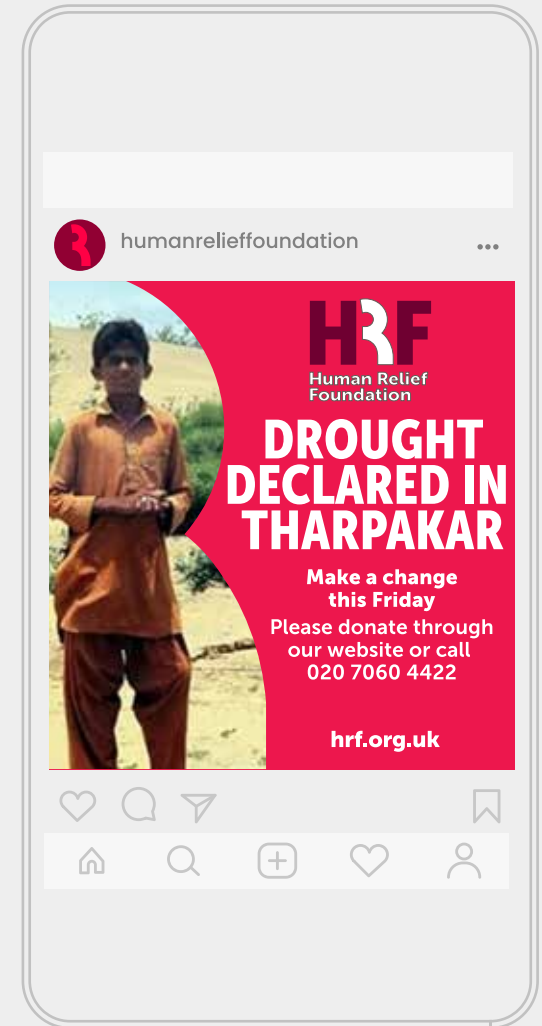
Bringing it together

Stationery



Bringing it together

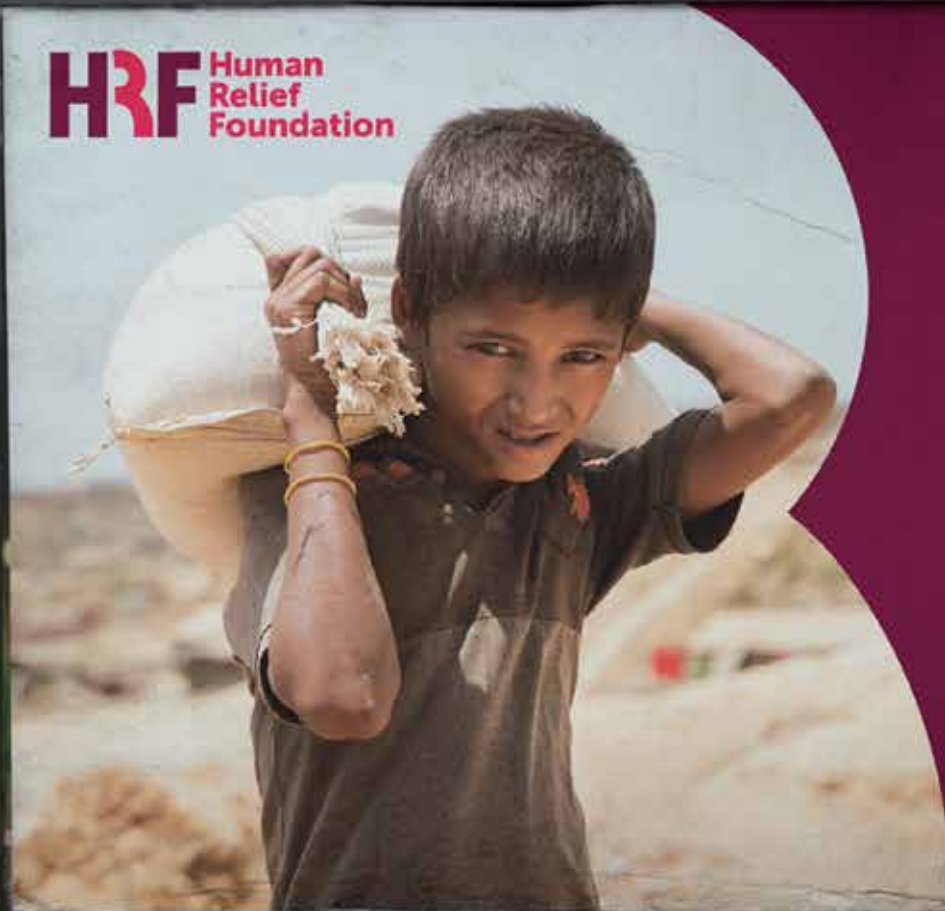
Social media posts



Bringing it together

HRF Human
Relief
Foundation

hrf.org.uk



CRISIS IN YEMEN

We are on the ground in aiding the most needy
and you can help by donating today.

DONATION HOTLINE
0207 060 4422

TO DONATE £5
TEXT HRFB12 £5 TO 70070

7003 01

Bringing it together

Endorsing an event

Inspire
A NIGHT OF ENTERTAINMENT
WEDNESDAY 24TH OCTOBER 2018

WITH
SIEDD

BRITISH MUSLIM
HERITAGE CENTRE
COLLEGE ROAD,
MANCHESTER
M16 8BP
6:30PM

MUAD ABDULAH BUSTAMI TOUKAN MIKHAHEL MALA WASEEM IQBAL

TICKETS **£10** BOOK ONLINE: [HRF.ORG.UK/EVENTS/SIEDD](http://hrf.org.uk/events/siedd) **£5** Early Bird Ticket

More info ☎ 0161 248 4048 ✉ manchester@hrf.co.uk

hrf.org.uk **HRF** Human Relief Foundation

Emergency appeals

STOP

URGENT HELP NEEDED IN MYNAMARR

Violence has left thousands fleeing for their lives. Human Relief Foundation is helping Muslims in Myanmar (Burma) they urgently need food, water shelter and medical assistance.

**DONATION HOTLINE
0207 060 4422**

TO DONATE £5
TEXT
'HRFB12 £5'
TO 70070
hrf.org.uk

Campaign materials

☾ RAMADAN 1440H/2019
**YOUR ZAKAT.
OUR WORK.
THEIR PRAYERS
ANSWERED.
WE ARE ALL HRF.**

Together this Ramadan
we will make a difference.

TRUSTED FOR
28
YEARS
WITH YOUR
ZAKAT

**DONATION HOTLINE
0207 060 4422**
hrf.org.uk #weareallhrf

HRF Human Relief Foundation

Bringing it together



Bringing it together



Bringing it together



Bringing it together

The image shows a browser window displaying the Human Relief Foundation website. The header features the HRF logo and navigation links: REGISTER, SIGN IN, and a prominent DONATE NOW button. A secondary navigation bar includes links for EMERGENCY APPEALS, GIVE ZAKAT, WHO WE ARE, LEARN MORE, SPONSOR AN ORPHAN, PARTNERSHIPS & PROJECTS, GET INVOLVED, and CONTACT. The main content area is dominated by a large banner for the 'YEMEN APPEAL' with the text 'WE HAVE NOT FORGOTTEN YOU' and another DONATE NOW button. Below the banner are four smaller sections: 'YOUR IMPACT' (with an image of a person being helped), 'LATEST EMERGENCY APPEALS' (with an image of a woman and a fan), 'SPONSOR AN ORPHAN' (with an image of a smiling girl), and 'VOLUNTEER' (with an image of people and a dog mascot).

Bringing it together



