

Shift

BRANDING GUIDE

WELCOME!

Welcome to the Shift Branding Guide. Here, you will find everything you need to represent Shift accurately in your publications, outputs and other visual materials

If you have questions as you review our guide, please do not hesitate to ask: communications@shiftproject.org.

WHO WE ARE

Shift is the leading center of expertise on the UN Guiding Principles on Business and Human Rights. Our global team of experts works across all continents and sectors to challenge assumptions, push boundaries, and redefine corporate practice in order to build a world where business gets done with respect for people's dignity.

Shift is a non-profit, mission-driven organization headquartered in New York City.

Visit us at www.shiftproject.org and follow us on Twitter [@shiftproject](https://twitter.com/shiftproject).

BRAND IDEOLOGY

At Shift, we are mission-driven. Our purpose is to help shape a world where business gets done with respect for people's dignity.

We believe a strong and cohesive brand can help to amplify this mission and emphasize the importance of our work.

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HOW WE SOUND

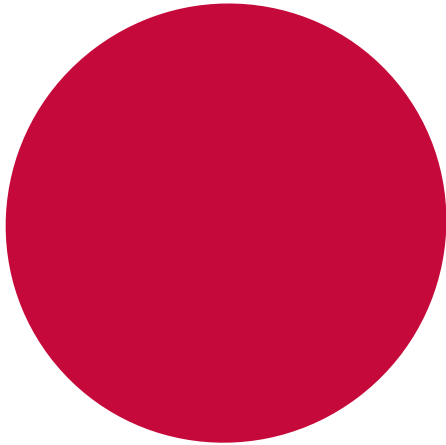
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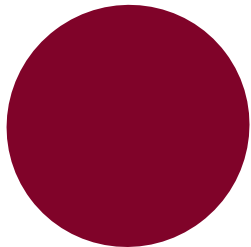
**HOW WE
LOOK**

COLOR PALETTE

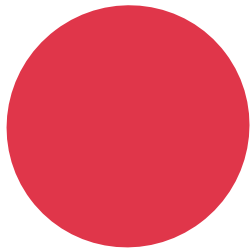
PRIMARY COLORS



SHIFT RED
197/9/59
#C5093B



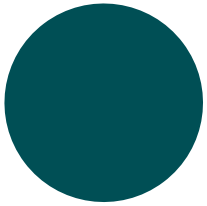
**SHIFT DARK
RED**
128/3/41
#800329



**SHIFT LIGHT
RED**
224/54/74
#E0364A

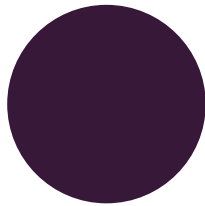
Our signature color is Shift Red. We use this color and its variations a lot.

SECONDARY COLORS



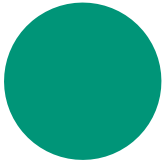
SHIFT DARK GREEN

0/79/85
#004F55



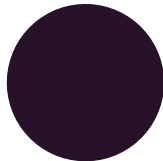
SHIFT MEDIUM PURPLE

55/24/56
#371838



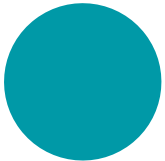
SHIFT LIGHT GREEN

0/149/120
#009578



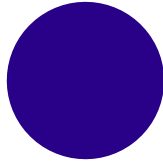
SHIFT DARK PURPLE

40/18/41
#281229



SHIFT AQUA

0/153/167
#0099A7



SHIFT VIBRANT PURPLE

50/54/160
#3236A0



SHIFT LIGHT BLUE

97/142/181
#618EB5



SHIFT GRAY

142/144/144
#8E9090

Shift also occasionally uses other colors, for contrast or emphasis.

Whenever possible, we prioritize Shift Dark Green and Shift Medium Purple.

Gray is mainly used for text and minor design elements.

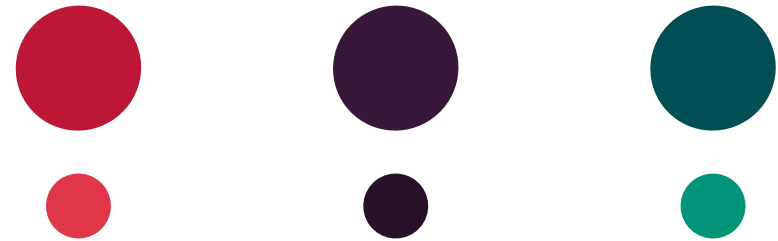
When in doubt, refer to our color families.

These compatible color groupings should be utilized across Shift's communications materials. Each set features a main color assigned to one or more accent color options.

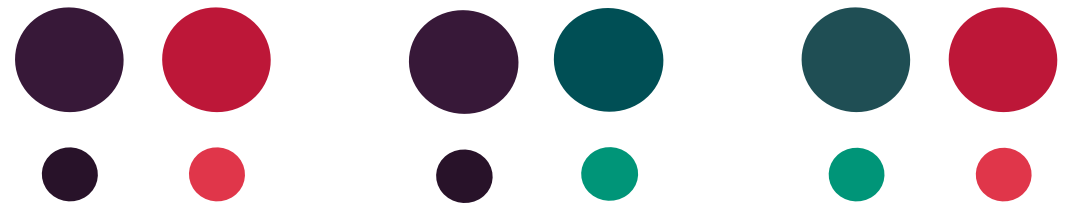
We recommend using a family that includes the Shift red as much as possible.

COLOR FAMILIES

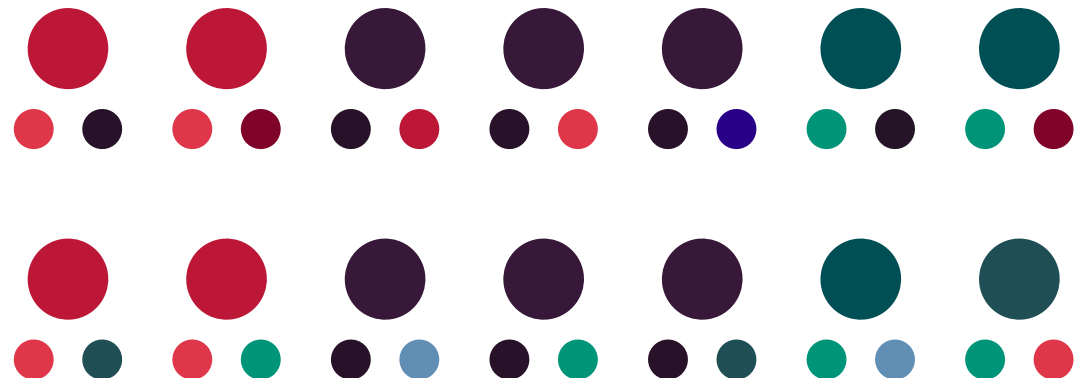
SINGLE COLOR



TWO COLOR PAIRINGS



THREE COLOR GROUPINGS



LOGOS

Meet the Shift logo.

This logo is available in EPS and PNG format options. In general, EPS files are best suited for offset or printing, and PNG files are best suited for on-screen viewing and online publishing.

LIGHT BACKGROUND

Shift

DARK BACKGROUND

Shift

BLACK AND WHITE

Shift

USAGE

The Shift logo is a unique design and should not be recreated using a typeface. The original artwork should always be used to maintain consistency.

There should always be equal, clear space around the logo for it to be prominent. The exclusion zone is shown at the right.

The Shift logo should not be used in a sentence or appear too close to other logos.

Shift is not an acronym and, thus, should never appear in all capitals.

Shift





Say hello to our emblem – the Shift lines.

Although not as prominent as the Shift logo, this graphic is vital to our brand identity.

Our Shift lines are used only by the Shift Communications Team. They are not available for use by external partners.





LIC TEM VOLUT ALIQUAM
AUTA SIMUS SENISSUS
EAT AS RE PRO MODIS
DELIT AUTINT. RO OD
MAGNAMETUR, UT QUIA
NONSE ALITA INT AD EICIMA
NE QUI AUT EATETUR?
FEREPEDI DIA QUO
VOLUPTAS AUTECTEM.

ONSECTAT ODI QUIDES
IPSUNT LANIATE NESTOTAS
ET QUIBUSAMUS AUTET
ALIGENDITIO EUM NOS IUS
DIGNI AS ET LIS EXPLAUTEM
FUGIT DOLORIA PRAERIS UT
LABOR A VOLUPTA ABORUM
LATIA DICIPIE NECESTRUM
REM DOLUPTAS RES NOS AS.

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EAT AS RE PRO MODIS
DELIT AUTINT. RO OD
MAGNAMETUR, UT QUIA
NONSE ALITA INT AD EICIMA
NE QUI AUT EATETUR?
FEREPEDI DIA QUO
VOLUPTAS AUTECTEM.

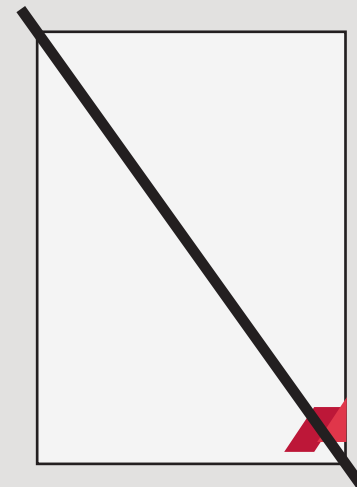


ONSECTAT ODI QUIDES
IPSUNT LANIATE NESTOTAS
ET QUIBUSAMUS AUTET
ALIGENDITIO EUM NOS IUS
DIGNI AS ET LIS EXPLAUTEM
FUGIT DOLORIA PRAERIS UT
LABOR A VOLUPTA ABORUM
LATIA DICIPIE NECESTRUM
REM DOLUPTAS RES NOS AS.

Traditionally, the shapes are aligned in an offset parallel pair, as an accent or transition in a report, social media graphic or other content.

Similar to the main logo, when used as a set, the graphic should never flush with the bleed and should not be rotated.

The pair must always be scaled evenly.



Unlike the Shift logo, the Shift lines can also be more creatively utilized as an abstract design motif.

Sometimes we make use of the shape's angles to form graphic headers, boundaries or borders.

We often include transparent or light versions of the lines behind text.

HEADING

LIC TEM VOLUT ALIQUAM
AUTA SIMUS SENISSUS
EAT AS RE PRO MODIS
DELIT AUTINT. RO OD
MAGNAMETUR, UT QUIA
NONSE ALITA INT AD EICIMA
NE QUI AUT EATETUR?
FEREPEDI DIA QUO
VOLUPTAS AUTECTEM.

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ET QUIBUSAMUS AUTET
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LABOR A VOLUPTA ABORUM.

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FUGIT DOLORIA PRAERIS UT
LABOR A VOLUPTA ABORUM
LATIA DICIPIE NECESTRUM
REM DOLUPTAS RES NOS AS
QUO BEAQUAEST, QUIA



Occasionally, we use the shape as a frame for an image.



ICONS, GRAPHICS & DESIGN ELEMENTS

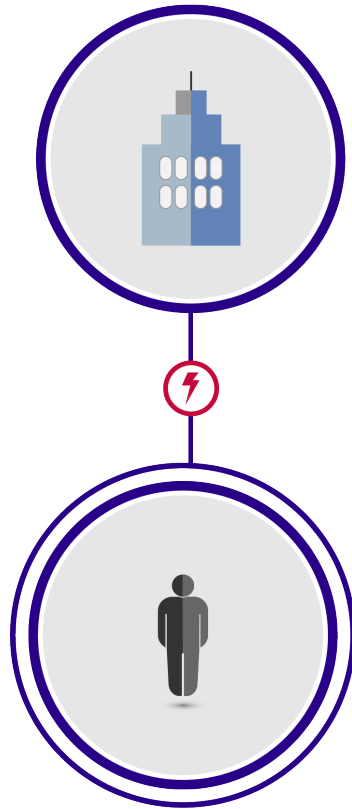


ICONS

Our icons are simple, flat (without gradient or shadow), have minor detail and utilize the Shift color palette when possible.

Cause

Solely and directly



© Shift Project
2020

CORE GRAPHICS

In addition to our collection of more generic icons, we have a number of core graphics, designed to illustrate important concepts. Much like our icons, the core graphics are simple, without complicated details and feature the Shift color palette.

They are available in multiple file formats. The Comms Team recommends JPGs for presentations and documents and PNGs for web and digital use.

For use of our core graphics, external partners must obtain written permission to use and should always accompany the graphic with the attribution “Graphic courtesy of Shift Project, Ltd.”

DESIGN ELEMENTS

Along with the Shift emblem, referenced in the Logos section, Shift also makes use of specific design elements to highlight important statements and convey our organization personality.

Overall, we strive for clean and streamlined design throughout our digital and printed materials.

HEADING

ODIO QUIS
EVENT POSAM
RATINUS EATUR
MOLORPOSTIS
ET ILLOREM
QUI DI OPTAT
OMMOLUPTA
SUSAM RE
NETAPERFERRUM.

HEADING



ODIO QUIS
EVENT POSAM
RATINUS EATUR
MOLORPOSTIS
ET ILLOREM
QUI DI OPTAT
OMMOLUPTA
SUSAM RE
NETAPERFERRUM.

Sometimes we use bars, lines or simple shapes as accents, headings or text boxes.

We also like to highlight specific words or phrases and make use of box quotes within documents to help emphasize our point.



LIC TEM VOLUT ALIQUAM
AUTA SIMUS SENISSUS
EAT AS RE PRO MODIS
DELIT AUTINT. RO OD
MAGNAMETUR, UT QUIA
NONSE ALITA INT AD EICIMA
NE **QUI AUT EATETUR?**
FEREPEDI DIA QUO
VOLUPTAS AUTECTEM.

ONSECTAT ODI QUIDES
IPSUNT LANIATE NESTOTAS
ET QUIBUSAMUS AUTET
ALIGENDITIO EUM NOS IUS
DIGNI AS ET LIS EXPLAUTEM
FUGIT **DOLORIA PRAERIS** UT
LABOR A VOLUPTA ABORUM.

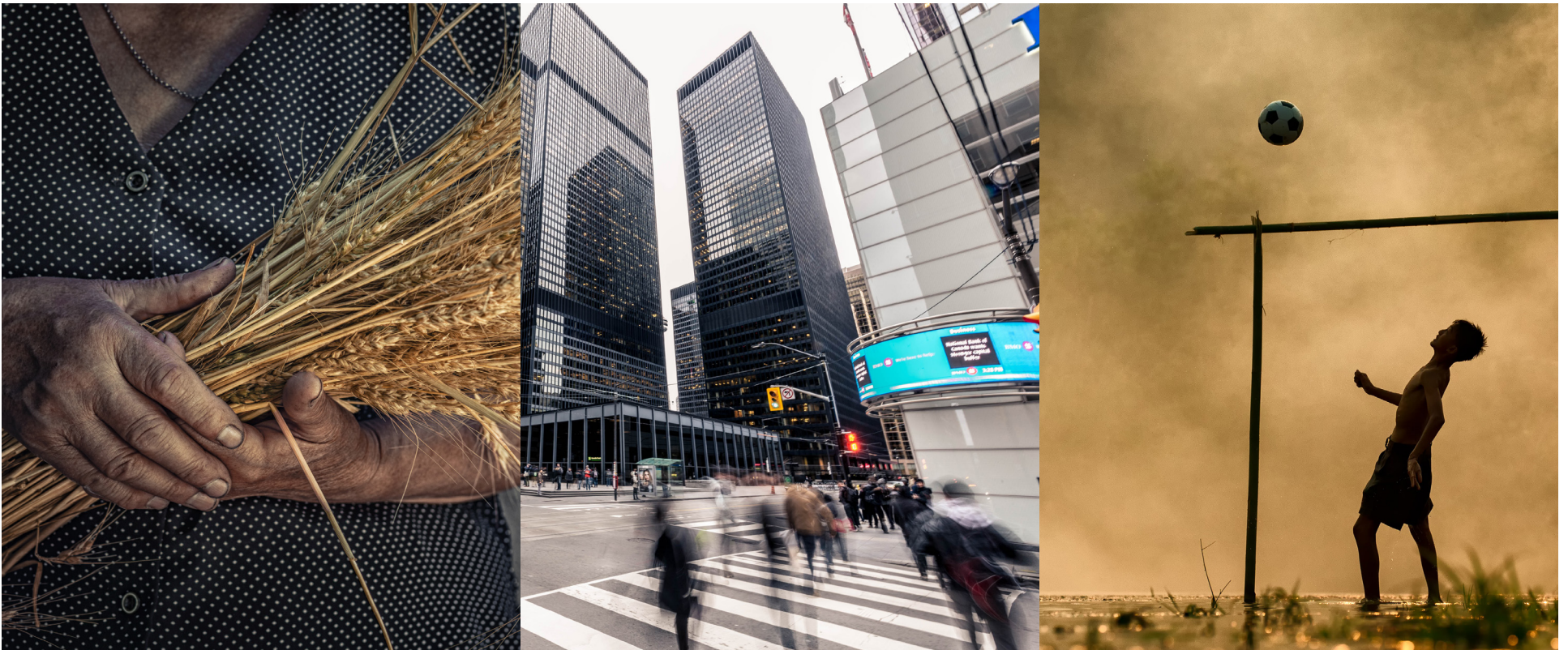


LIC TEM VOLUT ALIQUAM
AUTA SIMUS SENISSUS
EAT AS RE PRO MODIS
DELIT AUTINT. RO OD
MAGNAMETUR, UT QUIA
NONSE ALITA INT AD EICIMA
NE QUI AUT EATETUR?
FEREPEDI DIA QUO
VOLUPTAS AUTECTEM.

**“ONSECTAT ODI
QUIDES IPSUNT
LANIATE NESTOTAS
ET QUIBUSAMUS
AUTET ALIGENDITIO
EUM NOS IUS
DIGNI AS ET LIS
EXPLAUTEM FUGIT
DOLORIA.”**

PHOTOGRAPHY

Photography is a powerful means of communication. At Shift, we are mindful of which images properly convey our mission. In line with our values, we strive never to use images that may dehumanize, commodify or otherwise exploit people.



To verify copyright and branding requirements, photos used in Shift resources, slide decks, publications or other branded outputs must be vetted by the Shift Communications Team.



TYPOGRAPHY

Our primary header typeface is Proxima Nova. Garamond Premier Pro is our main body copy font. We use these two for most things web, digital and printed. When Proxima Nova or Garamond Premier Pro aren't available, we use Arial.

As best practice, we recommend the use of Garamond Premier Pro for long text and Proxima Nova for headlines or other short copy. All caps text may be used for short headlines, but never long text.

Please note, Garamond Premier Pro is also only accessible on Apple devices. For PC users, Garamond Premier is an accepted equivalent.

PROXIMA NOVA

Proxima Nova Thin
Proxima Nova Thin Italic
Proxima Nova Light
Proxima Nova Light Italic
Proxima Nova Regular
Proxima Nova Regular Italic
Proxima Nova Semibold
Proxima Nova Semibold Italic
Proxima Nova Bold
Proxima Nova Bold Italic
Proxima Nova Extra Bold
Proxima Nova Extra Bold Italic

GARAMOND PREMIER PRO

Garamond Light Display
Garamond Light Italic Display
Garamond Regular
Garamond Regular Italic
Garamond Medium
Garamond Medium Italic
Garamond Semibold
Garamond Semibold Italic
Garamond Bold
Garamond Bold Italic

ARIAL

Arial Italic
Arial Regular
Arial Bold
Arial Bold Italic

**HOW WE
SOUND**

**LANGUAGE
& COPY**

OUR TONE

Shift is first and foremost about people – from those whose rights we are working to uphold, to those we support and collaborate with to accomplish that mission. Our copy style reflects this. We write with people in mind.

The Shift brand voice is smart, clear and friendly. We avoid complicated language and strive for simplicity in our messaging. At the same time, we acknowledge that many see us as a leader and look to us for expertise. We speak with informed authority, confidence and always keep things professional.

So, while our content is informative and demonstrates a deep knowledge of complex subject matter, our tone is always inviting and attainable. Think of us as a smart and helpful ally.

INTERNAL ACKNOWLEDGMENTS

When fellow Shift colleagues collaborate on a publication, acknowledgments should read as follows:

FOR MAJOR CONTRIBUTIONS:

Shift is grateful for the [research] contributions of Lorem Ipsum.

FOR MINOR CONTRIBUTIONS:

This report was authored by Main Author, with valuable input from A Contributor.

**FOR OUR
PARTNERS**

Shift frequently partners with organizations on the publication of reports or other outputs. In these cases, it is especially important that our brand is properly represented and acknowledged.

LOGO USAGE

Partners must receive written permission to use the Shift logo and should use the following criteria:

When Shift produces the majority of the content, our logo takes prominence relative to partner logos wherever they may appear. This is unless it is agreed otherwise at the start of the production process.

In 50/50 partnerships, the Shift logo should appear at the same scale and in line with the logo of the partner organization(s).

Shift



Shift



Shift

100X45

Shift

300X160



SCALE

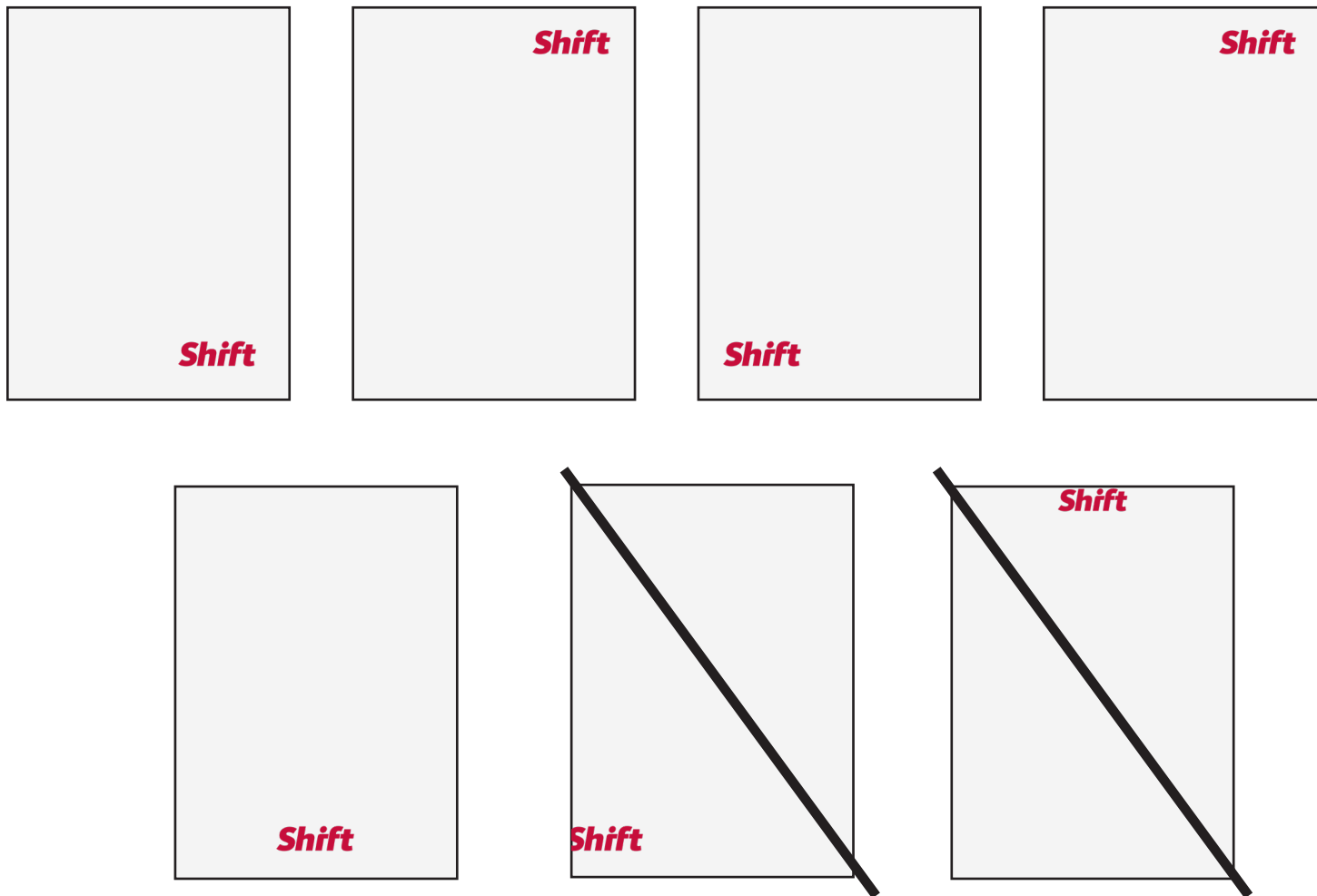
The Shift logo can be scaled to a minimum of 100x45 in instances where Shift contributed edits or thoughts to a project and is being acknowledged.

To maintain quality, Shift logo should never appear scaled larger than 300x160 without explicit permission from the Shift Communications Team.

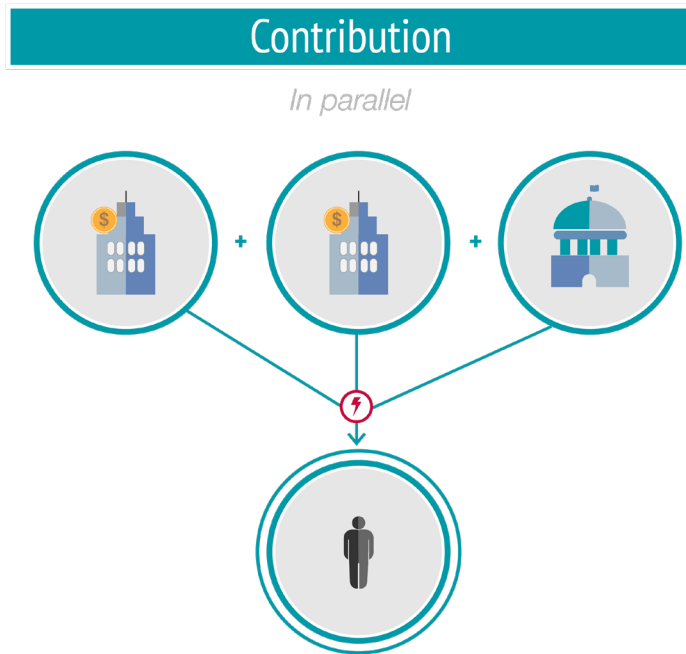
Always scale the Shift logo evenly.

PLACEMENT

When placing the Shift logo, be careful to align it to the right or left and never flush with the bleed.



SHIFT CORE GRAPHICS

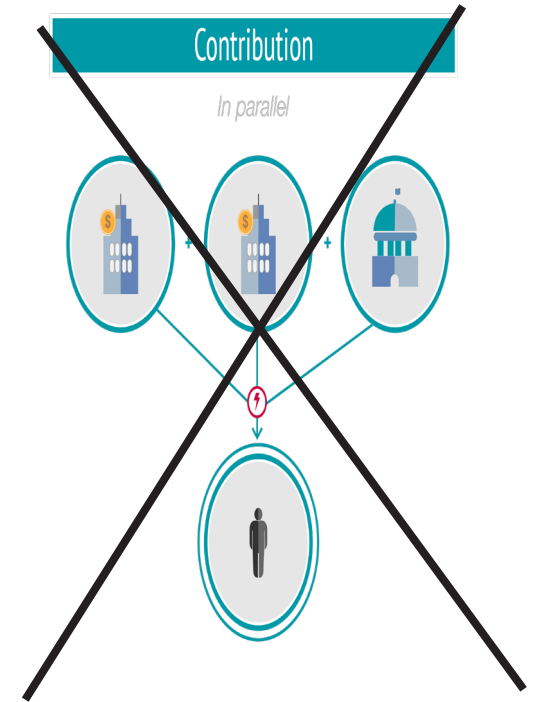
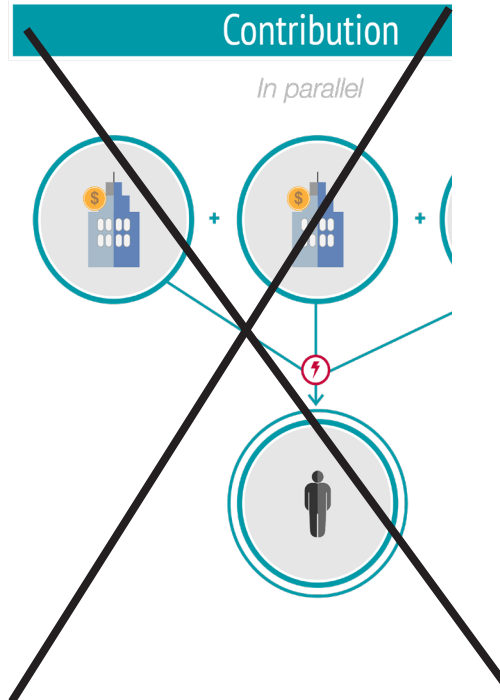
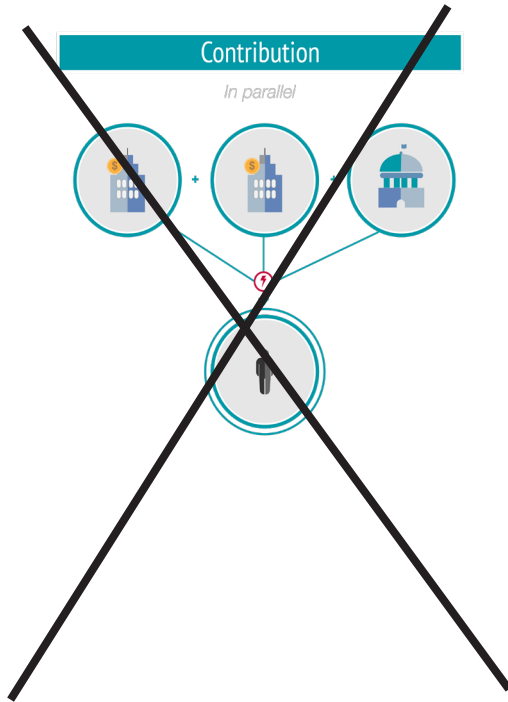


© Shift Project 2020

Partners must obtain written authorization to use our Shift core graphics and should always accompany the graphic with the attribution “Graphic courtesy of Shift Project, Ltd.”

The graphics should also include an annually dated copyright clarifying Shift’s ownership.

Partners should not alter the colors, typography, icons or order of Shift’s core graphics.



Graphics and icons must be scaled proportionally and to a size in which all elements of the graphic are plainly visible.

EXTERNAL CITATIONS & ACKNOWLEDGMENTS

PUBLICATIONS BY SHIFT:

- For publications where Shift has authored the entirety of the content and holds copyright, only the Shift logo will appear.
- For publications where partners have offered minor contributions, an acknowledgment will be written in text in the acknowledgments page.
- For publications where partners have offered critical contributions, sponsored the publication or share copyright, a logo may be included in the acknowledgments page.
- For co-authored publications, logos may appear on the cover in a way that gives proper credit to each partner.

CITING SHIFT'S CONTRIBUTIONS:

The following guidelines should be adhered to on the basis of both branding obligations and contractual agreements. These principles outline how Shift wishes to be recognized but does not account for the occasional exception. These exceptions should be previously negotiated with Shift's Chief Operating Officer.

- Any language acknowledging contribution or authorship in an external publication must be approved by Shift.
- Where Shift has written material for a partner but does not hold the copyright, credit will be given but the Shift logo will not appear.
- Any external publications that aim to include the Shift logo or Shift branding must be vetted by Shift.
- Shift reports, outputs or other resources that are produced for internal use by a partner only must be approved by Shift before being published.

QUESTIONS?

THE SHIFT COMMUNICATIONS
TEAM IS HAPPY TO HELP.

PLEASE EMAIL
COMMUNICATIONS@SHIFTPROJECT.ORG.

