Global Shield
Financing Facility

BRAND **GUIDE**

GUIDE
CONTENTS

ABOUT **GSFF**

The Global Shield Financing Facility (GSFF) is a Multi-Donor Trust Fund (MDTF) financed by the Governments of Canada, Germany, the Grand Duchy of Luxembourg, Japan, and the United Kingdom. The GSFF is an evolution of the Global Risk Financing Facility (GRiF), a World Bank Multi-Donor Trust Fund established in 2018. The World Bank hosts the GSFF Secretariat, which is jointly formed by the World Bank's Disaster Risk Financing and Insurance Program (DRFIP) in the Finance, Competitiveness, and Innovation (FCI) Global Practice and the Global Facility for Disaster Reduction and Recovery (GFDRR) in Urban, Disaster Risk Management, Resilience and Land Global Practice (GPURL). The program aligns with the principles of the Global Shield against Climate Risk, a G7 initiative intended to promote a coherent and sustained global system of financial protection of poor and vulnerable people and countries against climate risks.

Through its grants, GSFF aims to support poor and vulnerable countries and people with increased access to financial protection against climate shocks, disasters, and crises, through technical advisory services and integrated financial packages to address protection gaps, as well as building strategic partnerships.

THE GLOBAL SHIELD FINANCING FACILITY COMPRISES PROGRAMS TRANSFERRED FROM THE GLOBAL RISK FINANCING FACILITY, ALONGSIDE NEW INITIATIVES TO BE DEVELOPED UNDER THE GLOBAL SHIELD AGAINST CLIMATE RISKS

PURPOSE

The principles of the GSFF brand aren't just important from an aesthetic point of view. They're there to support our mission and programmatic efforts. Intended to create maximum consistency and build equity through recognition, they support and influence everything we do. As you will see throughout this guide, from how people navigate our programs to how we innovate and remain relevant, a consistent brand is part of good design, which is good for our mission. And a great mission, such as the one we contribute to at the World Bank, needs a great design to support its initiatives.

WILL THESE GUIDELINES HELP YOU?

YES: If you are a World Bank TTL who requests GSFF grants and need to know how to reference the facility in your work.

YES: If you are a donor and/or a key stakeholder who will use GSFF branding.

YES: If you are part of the Disaster Risk Financing COP, which includes country clients such as Ministries of Finance and other members.

GUIDING **PRINCIPLES**

The Global Shield Financing Facility meets its objectives through four pillars:

Pillar 1
Global engagements to close the protection gap and support the Global Shield against climate risks.
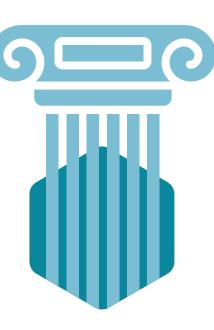
Pillar 2
Deepening partnerships with humanitarian agencies and Civil Society Organizations.

Pillar 3
Designing and implementing integrated financial protection packages.

Pillar 4
Mobilizing private risk capital.

LOGO

The Global Shield Financing Facility (GSFF) logo represents security and stability to help countries safeguard development progress from the financial impact of exogenous shocks.

The logo's hexagon represents the six themes associated with GSFF: Earth, natural disasters, climate shocks, the environment, agriculture, and oceans. The alignment of the arrays represents the coming together of partners from the World Bank, developing countries, donors, the private sector, and other stakeholders in disaster risk financing.

Logos for the Global Shield Financing Facility and the Global Shield against Climate Risks closely resemble each other.

LOGO **VARIATIONS**

HERO
FOR PRIMARY USAGE

HERO 2
FOR CONTRASTING BACKGROUNDS

STACKED

HORIZONTAL

LOGO **VARIATIONS**

GREYSCALE
FOR PRIMARY USAGE

ALTERNATE
FOR BLENDING DARK BACK-
GROUNDS

ALTERNATE
FOR BLENDING LIGHT BACK-
GROUNDS

STACKED

HORIZONTAL

FIGURE 01 - INCORRECT USE

FIGURE 02 - CORRECT USE

SUPER-GRAPHIC
DESIGN ELEMENT

The Super Graphic Element is a hexagonal shape crafted from the Logo, extended as a design language for brand awareness and recall through subtle representation.

❌ Figure 01 is a full view of the element. This is for illustrative purpose only and should NOT be used.

✅ Figure 02 is the correct usage of the element, always partially cropped and used in various blending modes. Usage examples are available in the following page.
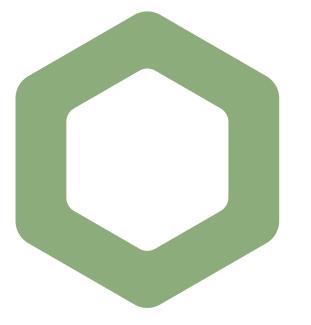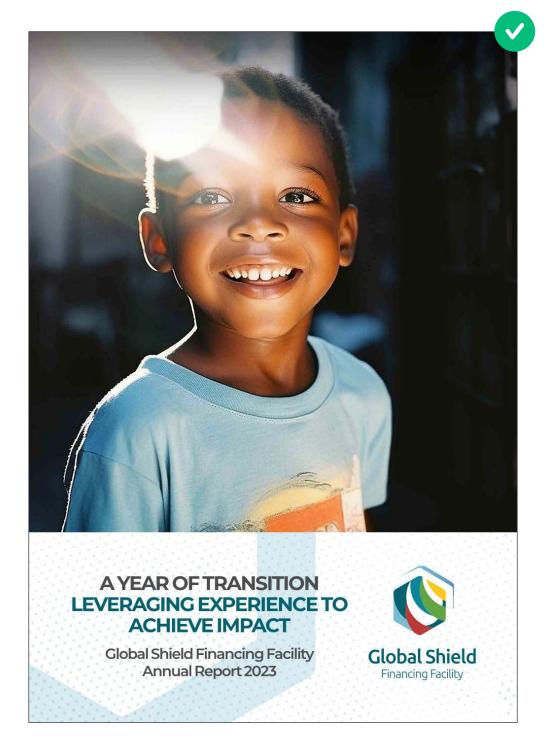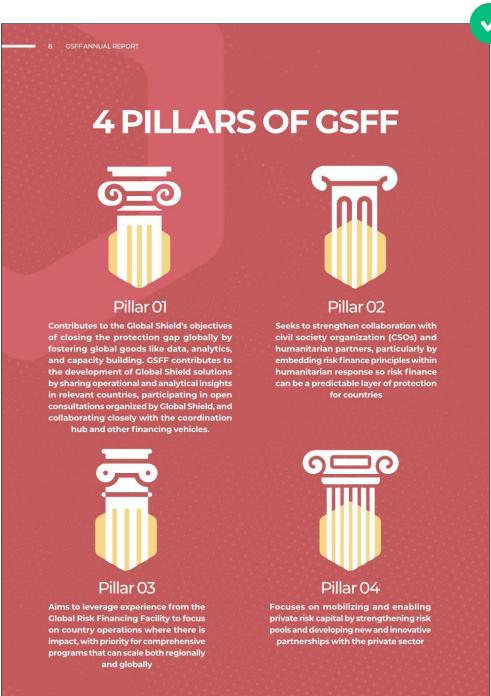
SUPER-GRAPHIC
USAGE & VARIATIONS

Here are some usage examples and design variations the Super Graphic have been used.

4 PILLARS OF GSFF

Pillar 01

Contributes to the Global Shield's objectives of closing the protection gap globally by fostering global goods like data, analytics, and capacity building. GSFF contributes to the development of Global Shield solutions by sharing operational and analytical insights in relevant countries, participating in open consultations organized by Global Shield, and collaborating closely with the coordination hub and other financing vehicles.

Pillar 02

Seeks to strengthen collaboration with civil society organization (CSOs) and humanitarian partners, particularly by embedding risk finance principles within humanitarian response so risk finance can be a predictable layer of protection for countries

Pillar 03

Aims to leverage experience from the Global Risk Financing Facility to focus on country operations where there is impact, with priority for comprehensive programs that can scale both regionally and globally

Pillar 04

Focuses on mobilizing and enabling private risk capital by strengthening risk pools and developing new and innovative partnerships with the private sector

BUILDING RESILIENCE
GSFF Support for People in Climate-Hazard and Disaster-Prone Nations

PROTECTING GOVERNMENT
Enabling Macro-fiscal Stability through Budget Protection

PROTECTING FIRMS AND JOBS
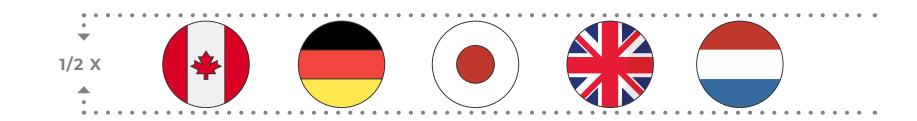GSFF's Contribution to Building Resilient Businesses and Economies

LOGO **SIZE**

The HERO versions of the logo must be used as much as possible. The alternate versions should only be used when the HERO versions are not visible at all in the given space.

The GSFF Logo Text in the logo should be twice the height of the partner logos. Here we can see the same illustrated with a 'X' value.

1/2 X

LOGO **DISTANCE**

There should be enough distance between the logo and any element, be it text, image or graphic. The distance between the logo and other elements should be equal to or more than the height of the Logo Text, which is showcased as a 'X' value here. The distance i.e., the 'X' value here should be maintained on all sides of the Logo.

LOGO **USAGE**

Here are some Logo styles, edits or variations which should not be used or created. This will disrupt the brand design language and value.

DO NOT CHANGE THE SIZE OF THE TEXT
✕

DO NOT CHANGE THE SIZE OF THE ICON
✕

DO NOT CHANGE THE SIZE OF THE LOWER PART OF THE TEXT
✕

DO NOT ADD ANY EFFECTS TO THE LOGO LIKE SHADOW OR EMBOSSING
✕

DO NOT MAKE ANY COLOR CHANGES TO THE TOP GRADIENT
✕

DO NOT CHANGE THE TEXT COLOR
✕

DO NOT CHANGE THE ORDER OF COLOR INSIDE THE LOGO
✕

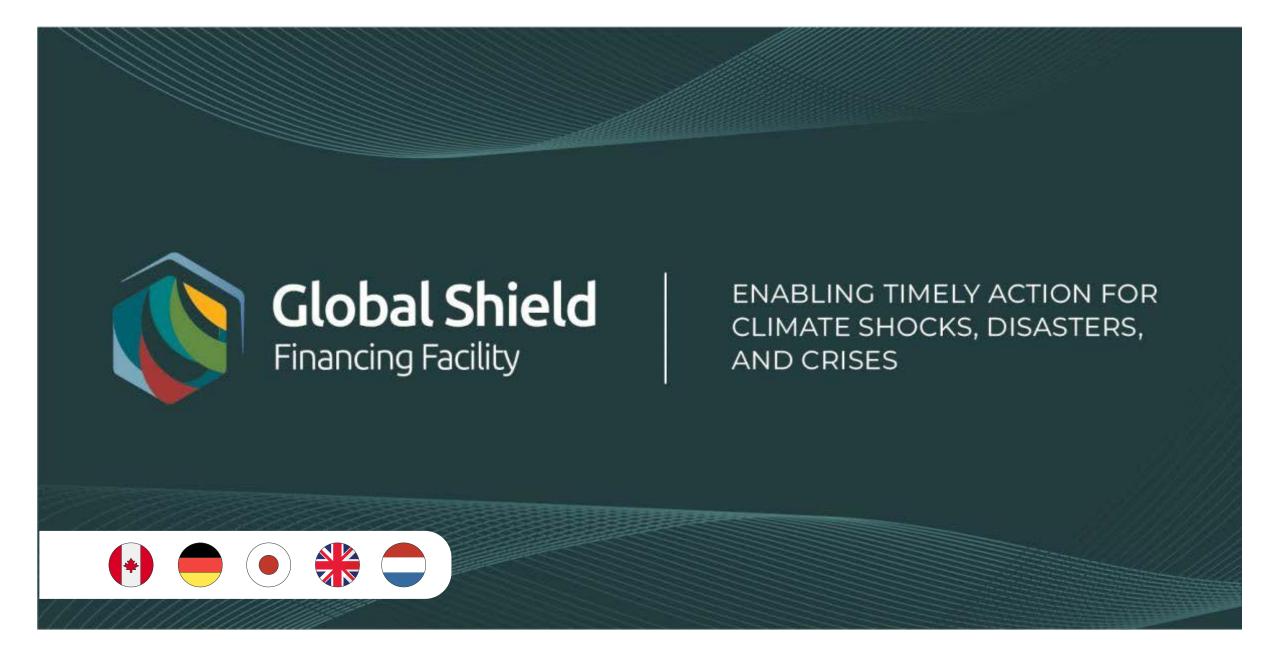**DO NOT REDO THE LOGO. USE PNG OR JPG FILES AS MUCH AS POSSIBLE**
✕

LOGO **USAGE**

Communication Type	Requirements
Feature stories and blogs	Mention of GSFF (spelled out) and link to https://www.financialprotectionforum.org/gsff
Videos	Logo at the end of the video
Reports (including Post-Disaster Needs Assessments) & internal project publications	Logo as specified in the Brand Guide
Brochures, information leaflets, fact sheets, newsletters	Logo on the front or back cover (header or footer)
Printed material for conferences, workshops, and seminars (including banners, posters, etc.)	Logo on front/back/header/footer (as appropriate)
PowerPoint presentations	Logo on the first or last slide of a presentation or in the header/footer of each slide
Websites	The logo should be on the front page and ideally visible on every page
Events & Activities: Project launch, conference, workshop, seminar, study tour, etc.	Logo to be printed and displayed in the room, when appropriate. Display banner/ funding acknowledgment on Webpage when there is one

BANNER **USAGE**

The GSFF Banner, which includes the GSFF logo and the logos of partners, may be used in some cases for specific external publications and events when requested by the GSFF Secretariat.

03
COLOR
& TYPEFACE

COLOR **PALETTE**

Brand colors are a core building block of GSFF and should be used precisely as indicated by the RGB and CMYK codes. The primary colors are variations of green and blue.

The 2 shades of Teal are the colors of nature and health. They represent safety, growth, nature, and money. The 2 shades of Blue represent stability, loyalty, and trust.

The secondary colors (green, red, yellow, and grey) harmonize with the primary colors and bring a sophisticated look.

Pine Teal

Marine Teal

Aqua Blue

Ocean Blue

Yellow

Green

Red

Grey

COLOR **PALETTE**

DIGITAL

PRINT

Pine Teal	06626F

Pine Teal	91 48 46 19

Marine Teal	09859A

Marine Teal	84 33 33 3

Aqua Blue	7BBED3

Aqua Blue	50 9 13 1

Ocean Blue	3C6CB1

Ocean Blue	82 58 2 0

FFC818	62A444

0 21 97 0	67 14 100 1

BC3937	333333

19 91 84 8	69 63 62 58

TYPE**FACE**

The typeface selected plays an essential role in the brand Identity. The selected fonts are professional and legible in various sizes without being overly academic

Method 01

H1 - MONTSERRAT | BOLD | ALL CAPS | 34 PTS | LEADING 40PTS

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

H2 - MONTSERRAT | SEMI-BOLD | SENTENCE CASE | 26 PTS | LEADING 30PTS

The quick brown fox jumps over the lazy dog

P1 - MONTSERRAT | MEDIUM | SENTENCE CASE | 16 PTS | LEADING 22PTS

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Method 02

H1

HEADLINE - 2X

H2

Sub-heading - 1.5X

P1

Body Content - 1X

THIS IS AN APPROXIMATE CALCULATION TO QUICKLY BRING MORE AESTHETIC VALUE TO THE COLLATERAL. FEEL FREE TO ADD OR SUBTRACT A FEW PTS TO OPTIMISE YOUR OUTPUT.

WE ENVISION A WORLD WHERE PEOPLE'S LIVES AND LIVELIHOODS ARE PROTECTED FROM THE IMPACT OF CLIMATE SHOCKS, DISASTERS, AND CRISES.

Contact us to help build a stronger tomorrow
gsff@worldbank.org

Global Shield
Financing Facility