



GLOBAL SHIELD
FINANCING FACILITY

Branding Guidelines





OUR STORY

2

The Global Shield Financing Facility (GSFF) finances integrated financial protection packages that offer coordinated and consolidated financial support to those vulnerable to climate shocks and disasters. These financial packages complement investments in climate adaptation and disaster risk reduction. Such packages enable and mobilize private capital for improved financial resilience by offering private financial solutions, including insurance and other risk transfer instruments, such as catastrophe bonds.

The World Bank is a longstanding partner to Germany and the U.K. in risk finance and brings substantial experience to developing the Global Shield Against Climate Risks. The Global Shield Financing Facility builds on the earlier Global Risk Financing Facility, established in 2018, which supports country operations in Africa, Asia, and Small Island Developing States. The program is paired with \$3 billion in World Bank lending and helped to mobilize more than \$1 billion in private sector capital.



PURPOSE



The principles behind our 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, like that which we are part of at the World Bank, needs a great design to support its initiatives.

WHO BENEFITS?

YES: If you are a World Bank TTL who requests GSFF grants and need to know how to reference it 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 Disaster Risk Financing COP, which includes country clients (MOF) and other audiences

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 the 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. The Global Shield against Climate Risks is implemented through its financing vehicle, which includes three programs, one of which is the Global Shield Financing Facility, hosted by the World Bank.

**Primary
Logo**



Global Shield Financing Facility
*Enabling timely action for climate shocks,
disasters, and crises*

**Secondary
Logo**



Global Shield Financing Facility
*Enabling timely action for climate shocks,
disasters, and crises*



The super graphic is a variation of the logo icon.
It should always be seen cropped and/or at a large scale.

The GSFF logo is made up of an icon and typographic header, and tagline. The logo and text can also be used in greyscale and knocked out if necessary.

The primary logo, header, and tagline should be used together wherever possible. A secondary logo can be used without the tagline when the vertical space is limited.

When the GSFF logo is seen alongside partners, it should only be used in full color. The GSFF logo should be double the size of the widest partner logo.

The next page includes a reference to the logo safe area (the distance it should be seen from other logos, type, and artwork).

Greyscale Logo



Global Shield Financing Facility
Enabling timely action for climate shocks, disasters, and crises.



Global Shield Financing Facility
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Logo safe area



Global Shield Financing Facility

*Enabling timely action for climate shocks,
disasters, and crises.*

8



Global Shield Financing Facility

*Enabling timely action for climate shocks,
disasters, and crises.*



THE PALETTE

Brand Colors

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.

Teal Green is the color of nature and health. It represents safety, growth, nature, and money.

The two shades of **Blue/Blue** are the colors of stability, loyalty, and trust.

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

R 41. G 105. B 115
C 84. M 45. Y 46. K 17

R 44. G 136. B 157
C 79. M 22. Y 20. K 8

R 116. G 177. B 208
C 52. M 13. Y 6 K 0

R 104. G 67. B 78
C 93. M 13. Y 93. K 1

R 190. G 70. B 69
C 19. M 86. Y 74. K 7

R 254. G 200. B 50
C 0. M 21. Y 90. K 0

THE TYPEFACE



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.

The headline and logo font are Open Sans 16 pt., and Open Sans 13 pt. is smaller for the body copy.



Global Shield Financing Facility
*Enabling timely action for climate shocks,
disasters, and crises.*



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



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