



REFUGEE
HOUSE

Brand guidelines

How the Refugee House name, logo, colours, type, photographs and words work together, so everything we make looks and sounds like one house.

Version 1

September 2026



One house, many doors

Refugee House is a refugee-led think tank and action hub. Its work runs from research to legal aid, from enterprise to art. The brand holds all of it under one roof: the dome of arches.

Use this guide when you make anything with our name on it: a banner, a report, a post, a certificate, a slide. When something here does not answer your question, write to us (page 12).

03 The logo

04 Space and size

05 Colourways

06 What not to do

07 Colour

08 Type

09 Arches

10 Photographs

11 How we write

12 Files and help

The logo

The stacked logo is the one to reach for first. The others are the same parts rearranged for other shapes. Never build a new arrangement: pick the one that fits.



REFUGEE
HOUSE

IDEAS. INITIATIVE. IMPACT.

Stacked, the main logo

The dome over the name, with our line: Ideas. Initiative. Impact. For posters, covers, signs and anything square or tall.



REFUGEE
HOUSE

Horizontal

Website headers, letterheads, email, anywhere wide and short.



The dome

Profile pictures, app icons, stamps, and where the name is already said nearby.



REFUGEE
HOUSE

IDEAS. INITIATIVE. IMPACT.

Horizontal with line

Reports and banners, where the line can be read.

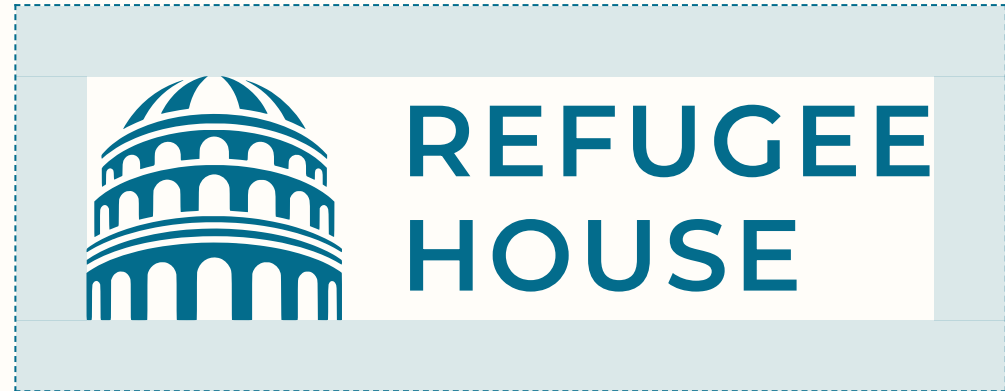
REFUGEE HOUSE

Wordmark

Long thin spaces: a pen, a lanyard, a website footer.

Space and size

Keep text, edges and other logos at least one H away from the logo: the height of the capitals in HOUSE, shaded here.



IDEAS. INITIATIVE. IMPACT.

Stacked: 20 mm

96 pixels on screen. Smaller, use the horizontal logo.



Horizontal: 35 mm

140 pixels on screen.



The dome: 7 mm

24 pixels on screen. For the 16-pixel browser icon, use its own file.

Colourways

House Teal, Deep Teal, Night or white, and nothing else. Pick the one that stands out most from what is behind it.



IDEAS. INITIATIVE. IMPACT.

House Teal on sand or white. The main one.



IDEAS. INITIATIVE. IMPACT.

White on House Teal.



IDEAS. INITIATIVE. IMPACT.

White on Deep Teal.



IDEAS. INITIATIVE. IMPACT.

Night: one-colour print, stamps, forms.



IDEAS. INITIATIVE. IMPACT.

Deep Teal on stone and pale photographs.



IDEAS. INITIATIVE. IMPACT.

White on a calm, dark part of a photograph.

What not to do

Each of these weakens the name. If a layout seems to need one, change the layout.



Stretch or squash it

Resize from a corner, so it keeps its shape.



Recolour it

Teal, deep, night or white only.



Add effects

No shadows, glows, outlines or gradients.



Tilt it

It always sits level.



Type the name

The name is part of the drawing. Use the files.



Rearrange it

Use one of the arrangements on page 3.



Lose it in a photo

Busy or mid-tone areas hide it. Find a calm area, or use a solid panel.

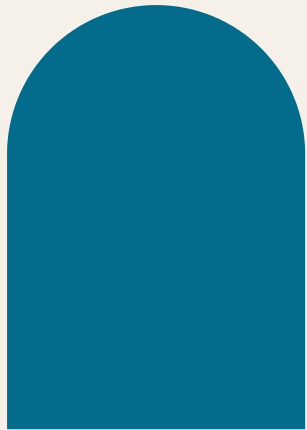


Your event title

Crowd it

Keep one H of space all round.

Colour



House Teal

#036C8C
RGB 3, 108, 140
CMYK 98 23 0 45

The logo's colour. Links, buttons, headings on sand.



Deep Teal

#01485E
RGB 1, 72, 94
CMYK 99 23 0 63

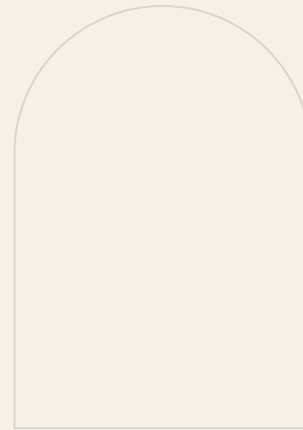
Dark panels, footers, text on light teal.



Night

#0D2029
RGB 13, 32, 41
CMYK 68 22 0 84

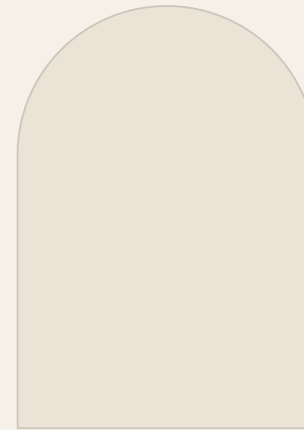
Body text. Our black.



Sand

#F6F1E8
RGB 246, 241, 232
CMYK 0 2 6 4

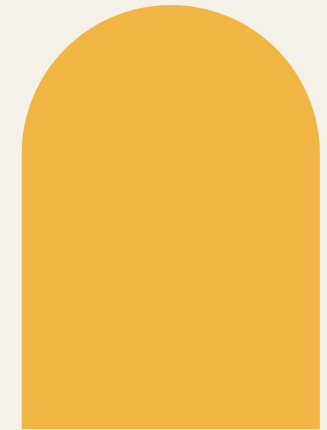
The page. Our white.



Stone

#EBE3D5
RGB 235, 227, 213
CMYK 0 3 9 8

Panels, fields, picture frames.



Gold

#F1B544
RGB 241, 181, 68
CMYK 0 25 72 5

Donate and the one main action. Used sparingly.



Roughly how much of each, across a page or a set of posts: mostly sand, teal to lead, gold only for the one thing we want people to do. CMYK values are a starting point: ask the printer for a proof before a large run.

14.9 : 1

Night on sand

6.0 : 1

White on House Teal

10.0 : 1

White on Deep Teal

9.1 : 1

Night on gold

Contrast of the pairs we use for text. All pass the international accessibility standard (WCAG AA, 4.5 : 1). Gold is never used for text on sand or white: it is too light to read.

Type

Two free typefaces from Google Fonts. Schibsted Grotesk speaks up; Atkinson Hyperlegible Next does the reading. Where they are not installed, use Arial.

Headings

Schibsted Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &?!

Bold (700). A sturdy grotesk first drawn for a newspaper: clear, direct, not showy. Keep headings short enough to take in at a glance.

Everything people read

Atkinson Hyperlegible

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz Il1 O0 &?!

Regular (400) and Bold (700). Drawn by the Braille Institute so letters like I, l and 1 cannot be confused. That helps people reading in their second or third language, and people with low vision.

Title

Where Lived Experience Powers Innovation.

Heading

Legal Aid & Protection

Text

Clear advice on rights and next steps, help with the documents people need, and neighbours trained to support each other.

Arches

The dome is made of arches, so our shapes are too. Photographs, panels and small tiles take the round top of a doorway.

Use one arch shape per piece, round at the top and square or gently rounded at the base. Nothing else needs decorating: no lines, frames or shadows.

On the website, photographs and videos sit in arches, cards for events carry an arched date, and menu pictures are small arches.



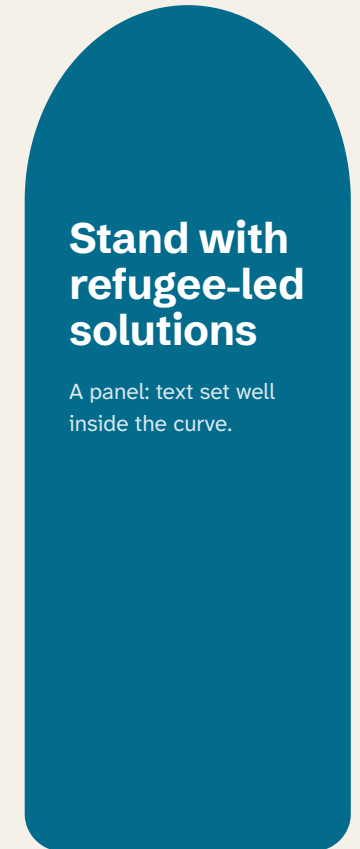
A photograph



A second, lower



A date



A panel

Photographs

Show people as the authors of their own story. Ask before you take a picture and before you share it.



People doing their work, and good at it.



Culture as people live it, not as a costume.



The place, with its light and its trees.

Ask, and write it down. Everyone who can be recognised agrees to the picture and to where it will be used. For children, a parent or guardian agrees too.

No pity pictures. No crying children, queues for handouts, bare feet in the dust, or people shown only by what they lack.

Protect the people we protect. Never show the faces, names or homes of people we help with legal cases, safety or health. Photograph hands, the room, or the team instead.

Name and credit. Name the people who agree to be named, the place, and the photographer.

How we write

Like a sharp, warm neighbour who knows the system: direct, respectful, never sorry for us.

Our readers include refugees reading in a second language, lawyers, funders and officials. Write so the first can follow it and the last cannot fault it.

Say who

~~The voiceless, the helpless~~

Refugees, asylum seekers, host communities, young people

Lead with the problem

~~We leverage cross-cutting synergies for transformative outcomes.~~

Many refugees face the law alone. Our legal desk gives clear advice on rights and next steps.

Plain words

~~Facilitate the capacity-building of stakeholders~~

Train community members to support their neighbours

Short sentences

~~Refugee House, which was established as a result of the recognition that there existed a gap...~~

Refugees saw a gap. They built Refugee House to fill it.

Real numbers only

~~Thousands of lives transformed!~~

Say a number only when we counted it, and say when.

Invite, don't plead

~~Please help, they have nothing~~

Stand with refugee-led solutions

Files and help

Every logo file is in the logo pack on the website's Media Kit page. The name of each file tells you what is inside.

SVG, for printers and designers

Sharp at any size. Send these for banners, signs, T-shirts and anything printed.

PNG, for everything else

512, 1024 and 2048 pixels wide, with a see-through background. For Word, PowerPoint, Canva and social posts.

Reading a file name

refugee-house-stacked-teal : the arrangement (stacked, horizontal, symbol, wordmark, badge), then the colour (teal, deep, night, reverse, on-teal).

Questions, or something not covered here?

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Brand and website by Variance, hello@variance.agency

