



SUPPORTING
AN ENABLING ENVIRONMENT
FOR CIVIL SOCIETY

VISUAL IDENTITY GUIDE

V 1.0 December 2024

LOGO

LOGO VERSIONS

Wide variant

Our logo is designed to maintain versatility across various applications while ensuring consistent identity recognition.

Wide Variant

Best suited for horizontal layouts and extended spaces.



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Inverted Wide Variant

Optimized for use on dark or colored backgrounds.



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LOGO VERSIONS

Square variant

Our logo is designed to maintain versatility across various applications while ensuring consistent identity recognition.

Square Variant

Ideal for compact spaces and social media profiles.



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Black and White Variant

Simplified for minimalistic designs or monochromatic contexts.



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Square Variant inverted

Optimized for use on dark or colored backgrounds in tighter spaces or social media profiles



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COLORS

USE OF COLOR

A wide range to choose from

Our colour palette is crafted to ensure consistent and vibrant representation across all mediums.

We provide colour codes in CMYK, PMS, RGB, and HEX formats for precise reproduction.

For our signature purple, we use two distinct versions:

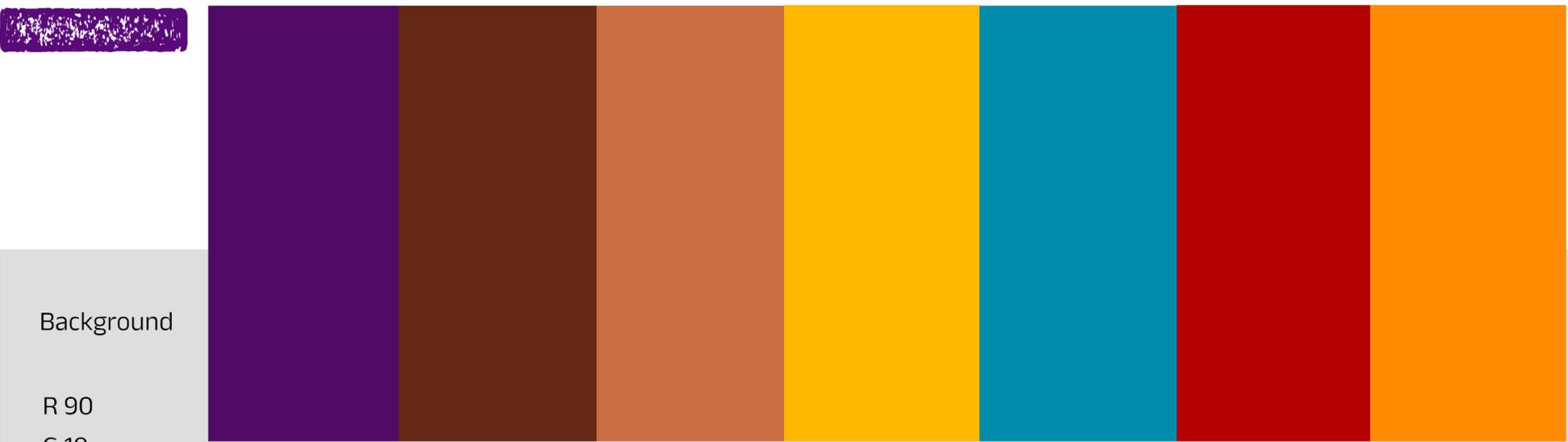
Purple one

Used in the logo and for the pattern, optimized for clarity and sharpness.

Purple two

For text, large areas and backgrounds.

Purple one	Purple two							
R 90	R 80	R 100	R 200	R 255	R 0	R 180	R 255	
G 10	G 10	G 40	G 110	G 185	G 140	G 0	G 140	
B 120	B 100	B 20	B 65	B 0	B 170	B 0	B 0	
C 83	C 82	C 35	C 18	C 0	C 80	C 20	C 0	
M 100	M 100	M 85	M 63	M 30	M 25	M 100	M 55	
Y 0	Y 0	Y 90	Y 78	Y 93	Y 25	Y 100	Y 95	
K 2	K 8	K 55	K 6	K 0	K 5	K 10	K 0	
hex: 5A0A78	hex: 500A64	hex: 642814	hex: C86E41	hex: FFB900	hex: 008CAA	hex: B40000	hex: FF8C00	
pms: 2607 C	pms: 2617 C							



Background
R 90
G 10
B 120
hex: DEDEDE

All shades of grey are permitted if the design allows it

TYPOGRAPHY

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Which fonts to use

EU SEE uses two typfaces

1. Anek Devanagari

A modern, versatile font available as a free-to-use Google Font. Used for professional publications, creative materials, and our website.

2. Arial

A standard system font for use in organizations that restrict custom font installations. Ideal for internal documents, presentations, and other scenarios requiring universal compatibility.

STYLING RULES

- H1: Capitalized and in our signature purple.
- H2 and other text levels: Not capitalized, maintaining a clean and approachable look.
- The full font family is approved for use, providing flexibility across applications.

- Bold
65 pt CAPS - 5A0A78

HEADING H1

Anek Devanagari - Medium
32 pt Lowercase - 5A0A78

Heading H2 a little longer of course

Anek Devanagari - Regular
14/24 pt - Align left - 000000

Imperdiet pharetra turpis aliquam lectus mauris nisi. Sagittis purus risus rhoncus felis iaculis. Sollicitudin est quis elementum molestie. Non sed arcu aliquet nibh tincidunt lobortis. Malesuada lacinia semper mauris convallis in ultrices ut eu. Ac sed ornare maecenas mattis est. Elit in dui maecenas tortor. Urna et sagittis magna semper nulla augue est magnis netus. Magnis eu nullam dui nunc amet. Porta.

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ELEMENTS

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Icons and illustrations

EU SEE uses icons and illustrations to create a pleasant reading experience.

The style is colourful (from the palette) and with rounded corners, giving the icons a friendly, modern aesthetic.

Photography is not recommended as a visual design element. Photographs that are needed to show a concrete situation or tell a visual story are allowed.



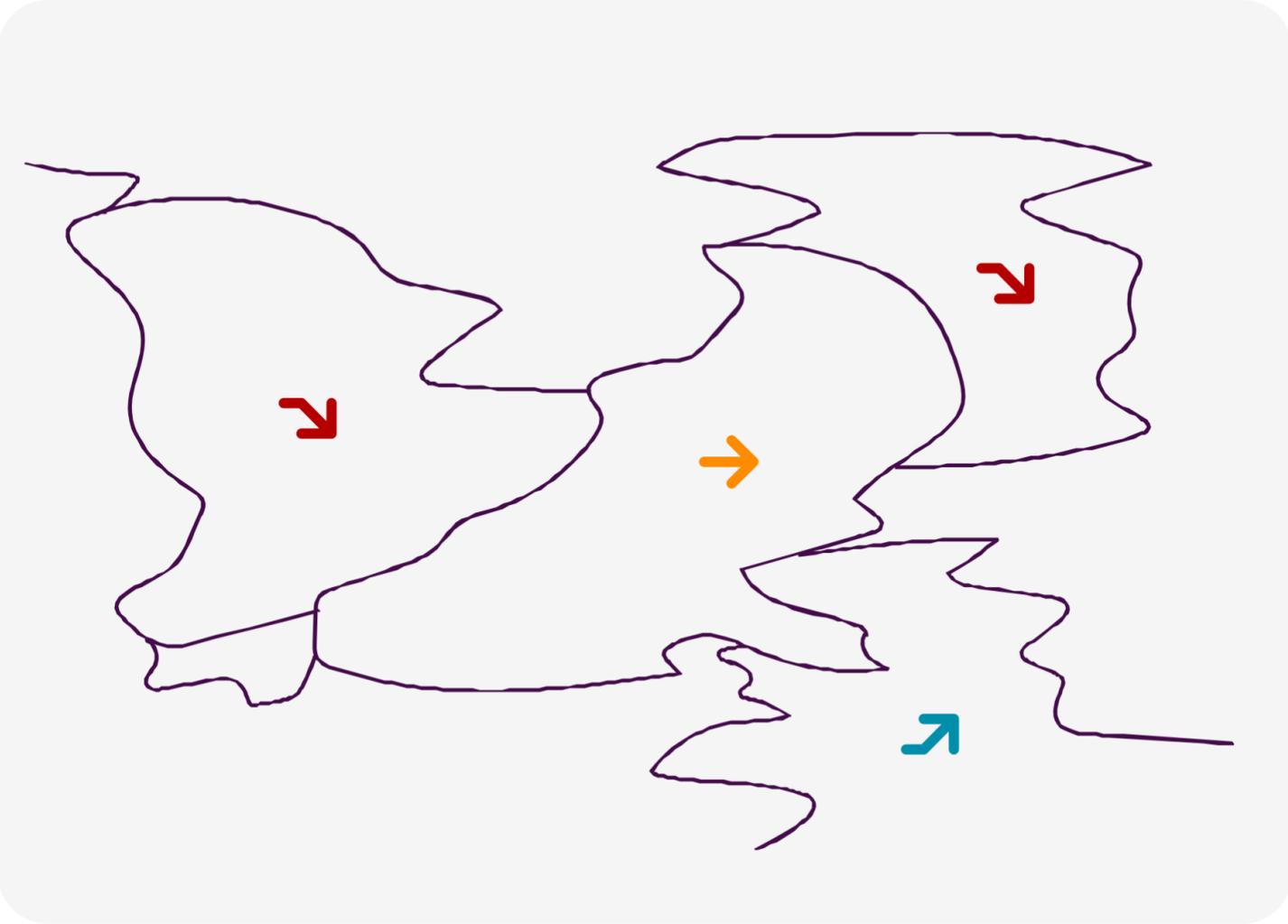
ELEMENTS

Datavisualisation

When it comes to data visualization, focus on a calm, clear, and well-organized presentations. This ensures quickly grasp insights, such as trends and developments across different areas. Everything is designed using the brand's style colors, with additional elements custom-made to suit your needs.



-  positive trend
-  nominal trend
-  negative trend

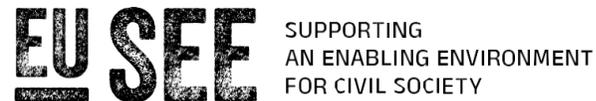


PARTNERS

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We are all in this together

The Hivos Foundation and the European Union are collaborating on this project alongside the following partners in the countries where we are currently active.



This branding and brandbook were designed by www.esterpicavet.nl