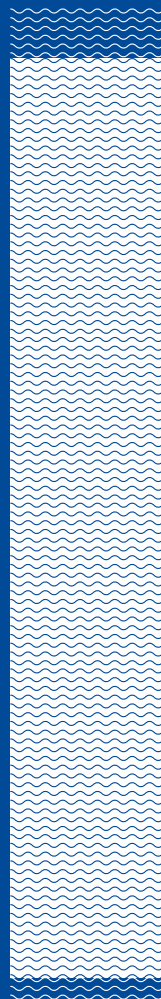




# Brand Guidelines

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UPDATED MARCH 2022





## What are brand guidelines?

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Brand guidelines provide the established official policies and standards for Nova Ukraine visual identity. It is applied to all materials, whether print or digital. It includes guidelines on the proper use of Nova Ukraine's logo, colors, fonts, and official messaging.

Brand guidelines ensure that all marketing and communications for the organization are accurate and stays on-brand.



## Logo placement guidelines

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The logo should be prominent and visible in all visual communications.

For legibility, keep the area around the logo clear.

The logo colors may not be changed or modified. Use only the provided official colors.



## Spacing

### Vertical logo

Minimum width: 0.25 inch



### Horizontal logo

Minimum height: 0.25 inch



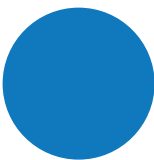
The logo must observe the specified minimum distances from other elements.

The color of the logo may not be changed except in greyscale.

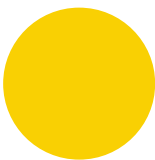
# Primary Palette



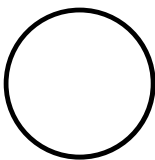
Color name  
#2655A0  
CMYK  
RBG



Color name  
#0177BD  
CMYK  
RGB



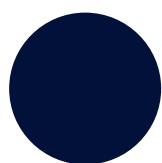
Color name  
#FCD302  
CMYK  
RGB



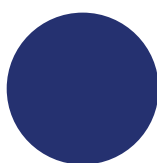
Color name  
#FFFFFF  
CMYK  
RGB

# Secondary Palettes

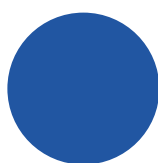
## Blues



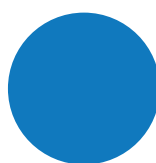
Color name  
#02113A  
CMYK  
RBG



Color name  
#253170  
CMYK  
RGB

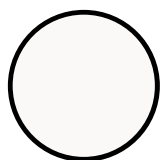


Color name  
#2655A0  
CMYK  
RBG

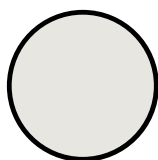


Color name  
#0177BD  
CMYK  
RGB

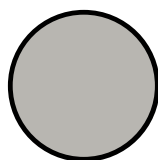
## Warm Greys



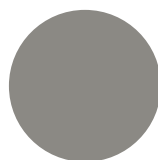
Color name  
#FAF9F7  
CMYK  
RBG



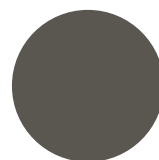
Color name  
#E8E6E1  
CMYK  
RGB



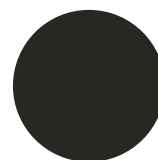
Color name  
#B8B6B1  
CMYK  
RBG



Color name  
#88984  
CMYK  
RGB



Color name  
#5A5650  
CMYK  
RBG



Color name  
#292724  
CMYK  
RGB

## Typography guidelines



Logo font: Jeunesse Std Bold

Logo font should not be used in materials outside of logo

## Font color guidelines

Use light warm grey on brand blues

Use light warm grey on brand blues

Use light warm grey on brand blues

Use dark warm grey on brand yellow



## Logo Variations Dos and Don'ts

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These guidelines detail how the logo should and should not be used in real life scenarios.



## Logo Backgrounds



On light backgrounds, use the standard logo.

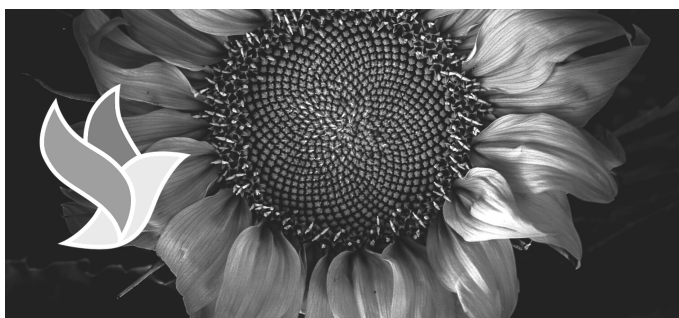
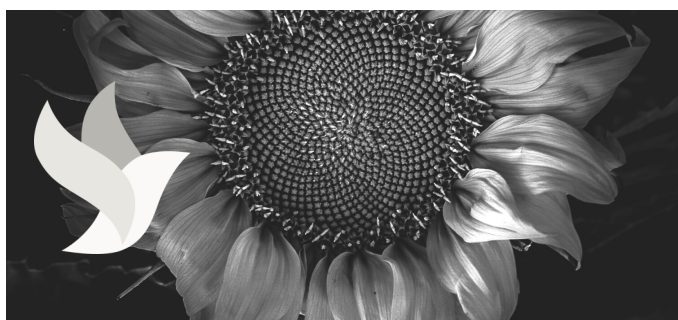
On dark backgrounds, use white outline version of the logo.



When overlaying the logo on an image, always use transparent background for the logo.

# Monochrome Logos

Monochrome versions of the logo should only appear on black and white materials.  
The monochrome logos should not have a white outline.



## Ukrainian Flag

When the logo appears along with the Ukrainian flag:

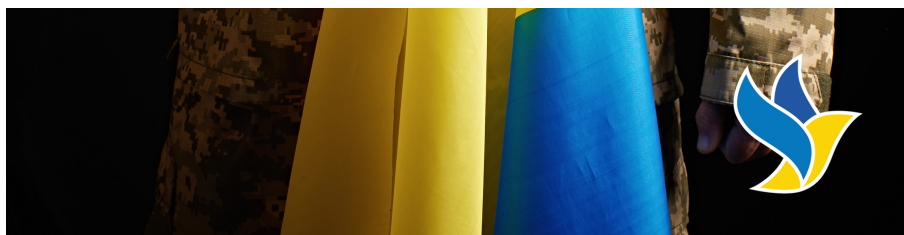
Brand colors **Light Blue** and **Yellow** should be used for the flag colors when possible.

Use white outline logo if placed over flag colors.



## Logo Icon Usage

The Nova Ukraine bird icon must appear on all Nova Ukraine materials.  
The text portion of the logo may be omitted.



## Logo Layout

The text portion of the logo may be moved beside or below the bird or otherwise modified.



The bird icon should never be altered by rotating, mirroring, or skewing the logo.

