

# Visual Identity Guide

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UPDATED SEPTEMBER 2023





*Consistent use of our visual identity guidelines helps build recognition and establish trust with our donors, partners, and beneficiaries.*

**Thank you for helping us grow our reputation for dependability!**

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# Using this Guide

*How to apply Nova Ukraine's brand guidelines as a partner, employee, or volunteer.*

## Partner Organizations

Partner organizations who are just using our logo should follow the guidelines for logo usage in on pages 2-5. In most cases, the rest of this guide will not apply.

## Sponsored Events

When an event is administered by a third party, designers should follow the guidelines for logo usage on pages 2-5. For events fully or partially administered by Nova Ukraine, all guidelines apply. However, some creative license may be used to create distinctive, event-specific designs.

## Nova Ukraine Branded Materials

Please follow all guidelines when creating any Nova Ukraine branded items—for example, printed materials, social media posts, email campaigns, web pages, and ads.

## Nova Ukraine Merchandise

Please follow all guidelines when creating Nova Ukraine branded merchandise. On a case-by-case basis, some flexibility may apply when collaborating with artists or other brands.

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## FOR FURTHER QUESTIONS

Please contact Nova Ukraine's marketing team at [marketing@novaukraine.org](mailto:marketing@novaukraine.org).

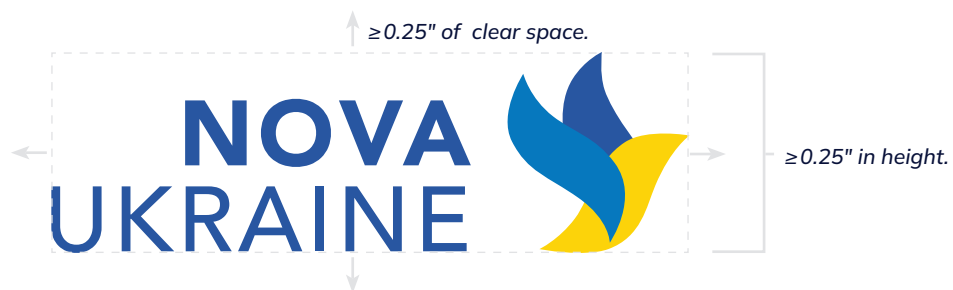
# Our Logo

## SUMMARY

- The Nova Ukraine logo should be featured clearly on all official Nova Ukraine materials.
- The logo may not be modified in any way, except to be resized.
- The logo should be kept separate from graphic elements and the logos of other organizations.
- All permissible versions of the logo are available at: <https://novaukraine.org/get-involved/>

## Primary Logomark

The Nova Ukraine logo should be featured clearly on all official Nova Ukraine materials.



- ▶ The logo should always measure at least 0.25 inches (0.635 cm) high. In all cases, the logo should be large enough to be legible at the intended viewing distance.
- ▶ To keep the logo separate from other elements, please leave clear space of 0.25 inches (0.635 cm) on each side of the logo.

- ▶ While the logo may be resized, the proportions should remain the same and the relationship between the parts should never be modified.



- ▶ The bird icon may be displayed independently of the logotype. The logotype should never be displayed without the bird icon.



Examples of Nova Ukraine branding applied to print materials.



- ▶ The colors of the logo may not be changed from those shown. Exception: See page 7 for approved 1-color and greyscale variations.
- ▶ The logo should only be used at 100% opacity. It may not be translucent.



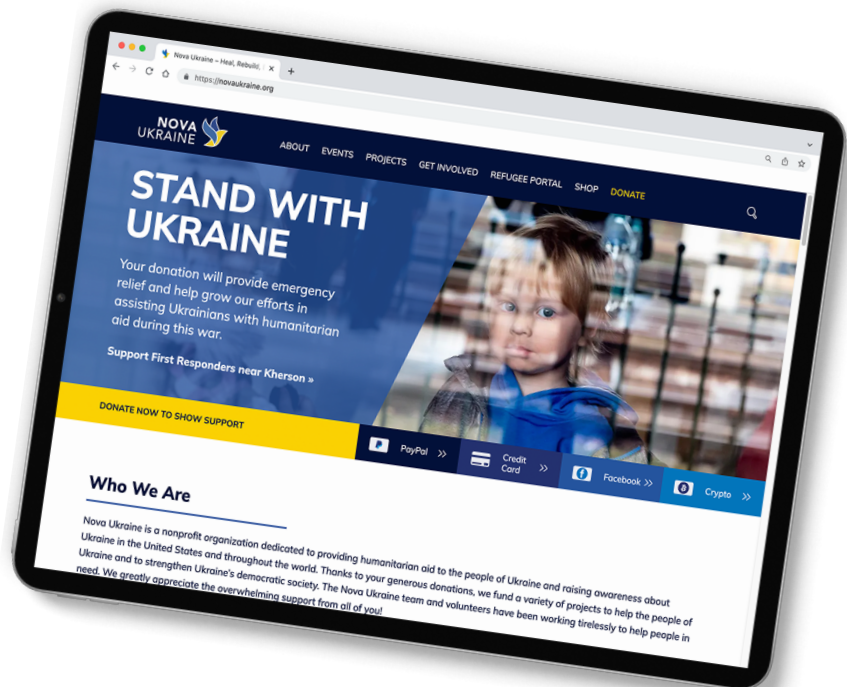
- ▶ The logo may be placed on top of other elements (such as photographs) only if it is clearly visible.



Logo is clearly visible against simple background.

Yellow part of logo blends in with the background.

Examples of Nova Ukraine branding applied to digital materials.



# Full-color Variations

The following variations are approved for full-color print and display applications. (Most situations.)



# One-color Variations

The following variations are approved for grayscale printing or applications using one color or less. These variations should only be used in rare situations when printing or displaying in full color is not possible.



- ▶ In grayscale, use one of the one-color logos above—in black on a light background, white on a dark background.

# Color Palette

## SUMMARY

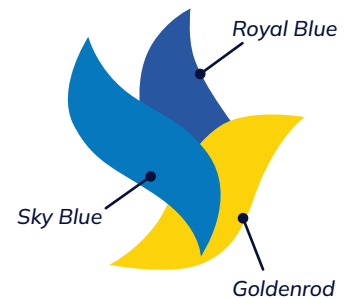
- Nova Ukraine materials must use the official color palette of Nova Ukraine, as shown below.
- Use the color values in the chart below to prepare materials for print or web.

## Nova Ukraine Color Palette

	Night Blue	Twilight Blue	Royal Blue	Sky Blue	Goldenrod
Primary PALETTE					
HEX	#02113A	#253170	#2655A0	#0177BD	#FCD302
CMYK	C=100 M=92 Y=41 K=56	C=100 M=94 Y=26 K=13	C=93 M=74 Y=4 K=0	C=86 M=48 Y=0 K=0	C=2 M=14 Y=100 K=0

	Black	Grey*	White
Secondary PALETTE			
HEX	#FFFFFF	#808080	#000000
CMYK	C=0 M=0 Y=0 K=0	C=0 M=0 Y=0 K=50	C=0 M=0 Y=0 K=100

\*50% grey is shown. Other shades of pure grey (no undertone) may be used.



- ▶ Colors in our primary palette are the ones we use most often and use to draw attention or to highlight important elements.
- ▶ Colors in our secondary palette support design elements by providing contrast or by making it easier to produce designs with limited colors.



# Typography

## SUMMARY

- The main typeface used in all Nova Ukraine materials is Mulish.
- When setting text, choose colors from the Nova Ukraine color palette.

## Primary Typeface

Our primary typeface is Mulish. Mulish is available in several weights, sizes and styles and comes with multilingual support including the capability to type the full character sets of Ukrainian and English.

## EXAMPLES

**Title:** Mulish Black 48 pt, Goldenrod



**TITLE**

**Headline:** Mulish Bold 28 pt, Royal Blue

**Headline**

**Subhead:** Mulish Bold 14 pt, Twilight Blue

**SUBHEAD**

**Body Text:** Mulish Medium 11 pt, Night Blue

Our goal is to fund and organize a range of programs to aid Ukraine in its recovery from social and economic crises and to build a stronger country aligned with democratic values.

- The entire Mulish family can be downloaded at Google Fonts:  
<https://fonts.google.com/specimen/Mulish>

# Colors for Type

Type should always be set in colors from the Nova Ukraine palette. (See page 6.) Use the table below to determine which colors to use for text.

Titles & Headers	Body Text & Captions	Greyscale Uses	
<ul style="list-style-type: none"> <li>● Goldenrod</li> <li>● White</li> </ul>	<ul style="list-style-type: none"> <li>● White</li> </ul>	<ul style="list-style-type: none"> <li>● White</li> </ul>	<p><b>DARK</b> Background</p>
<ul style="list-style-type: none"> <li>● Royal Blue</li> <li>● Sky Blue</li> <li>● Twilight Blue</li> </ul>	<ul style="list-style-type: none"> <li>● Night Blue</li> <li>● Grey</li> </ul>	<ul style="list-style-type: none"> <li>● Black</li> <li>● Grey</li> </ul>	

## Other Fonts

Sometimes, it may be necessary to use one or more additional fonts in addition to those in the Mulish typeface family. If you choose to do this, please follow these guidelines:

- ▶ The font should be simple, professional, and legible. It should harmonize with the Mulish family without being too similar.

✓ *Glory to Ukraine*

*Bickham Script contrasts with Mulish while still being professional and legible.*

✗ **Glory to Ukraine**

*Montserrat, a sans serif typeface of average width, is too similar to Mulish.*

- ▶ When possible, use a typeface that supports the full English and Ukrainian alphabets. This makes any future translations easier.

✓ *glory to Ukraine*

*Adobe Handwriting (Ernie) works in both English and Ukrainian.*

✓ *Слава Україні*

# Icons

## SUMMARY

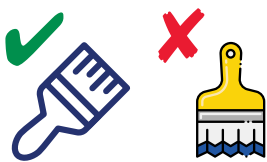
- Icons should harmonize with one another, especially within a single design.
- Icons should be one color only, flat, rounded, and have a uniform bold weight.

## Icon Guidelines

Icons help visualize data and illustrate the work we do. When presented in a set, icons should harmonize closely with each other. For example, all icons in a set should share a uniform style, weight, approximate size, and level of detail.

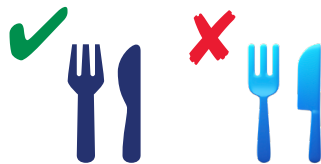
In addition, all icons used in Nova Ukraine branded materials should share the following basic characteristics:

### ► One Color Only



*Nova Ukraine's "Twilight Blue" is the color we use most often for icons.*

### ► Flat



*No 3-D effects such as drop shadows, gradients, or modeling.*

### ► Rounded



*When a choice is available, icons should be more soft than sharp.*

### ► Uniform Bold Weight (boldness can be relative to size)



*Icons may be outlined or filled. Filled icons may look best at small sizes.*

# THE FOUNDATION Of Our Brand

*Nova Ukraine's visual identity exists to communicate our mission and vision.*

## Mission of Nova Ukraine

At Nova Ukraine, we are dedicated to supporting Ukraine and its people in building a strong, flourishing nation with an empowered civil society.

To foster resilience, hope, and self-sufficiency, we provide essential aid to vulnerable populations, including children, refugees and internally displaced persons, as well as wounded defenders undergoing treatment. We partner with local volunteer groups, hospitals, state services and local authorities to provide the people of Ukraine with resources for cultural growth and social mobility, as well as an environment to thrive in the future.

The majority of our volunteer work is unpaid, and our operational overhead has been in low single percent, per our financial reports. We regularly provide reports of how our funds are being spent.

## Vision of Nova Ukraine

Nova Ukraine is a hub for Humanitarian and Educational support, serving as a charitable version of venture capital. We handpick the most impactful and effective initiatives, then ensure that they succeed. By connecting the Western public with Ukrainian society, we are a driving force for positive change. We envision a future Ukraine where everyone enjoys freedom, peace, and prosperity. That's why we nurture civil society in Ukraine, promote culture, and offer vital aid to vulnerable populations. With our unwavering commitment to transparent reporting and impactful projects, we help to forge a path to a brighter tomorrow.



Contact us:  
[www.novaukraine.org](http://www.novaukraine.org)  
[contact@novaukraine.org](mailto:contact@novaukraine.org)



Download Brand Assets:  
<http://novaukraine.org>