

NOVA
UKRAINE



Visual Brand Guidelines

Brand & Design Standards

April 2026

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 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. 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.

FOR FURTHER QUESTIONS | Please contact Nova Ukraine's marketing team at marketing@novaukraine.org.

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The Logos

Logo & Usage

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.



Clear Space

Clear space =
height of "N"

The clear space around the logo should be at least **X** (where **X** equals the height of the letter "N" in the logo). In all cases, the logo should be large enough to be legible at the intended viewing distance.

The minimum size for use is the size at which the word "Ukraine" remains clearly legible; however, it should not be used at less than 100 px for digital or 25 mm for print. For very small sizes, the Brand Mark (Bird Symbol) should be used without text.

To keep the logo separate from other elements, please leave a clear space of **X** on each side of the logo.

This rule applies to any type of logo: full and short.

Primary & Secondary Logo Usage

The **Nova Ukraine logo** is the primary visual identifier of the organization and must be used consistently across all official communications.

The preferred version is the full-color logo (wordmark + symbol).

The logo must always maintain its original proportions and may not be altered, stretched, or modified in any way.

Logo Primary

The full-color logo is the preferred version and should be used whenever possible in digital and print applications.

Use the reversed (white) version on dark backgrounds.

Logo Secondary

Monochrome versions may be used when color reproduction is limited or unavailable.

On light backgrounds, use black or dark blue.

On dark backgrounds, use white.



IMPORTANT



DO NOT USE the left side of the logo without the bird element.



Bird icon may be used as a standalone element.



Brand Mark (Bird Symbol)

The brand mark may be used independently when space is limited or the full logo is not legible.

The full logo (wordmark + symbol) remains the primary identifier and should be used in formal communications.

Approved uses: Social media avatars / Favicon and small digital formats
Limited-space merchandise / Supporting graphic elements.

DO NOT:

- Distort the symbol
- Change colors
- Add effects
- Place on low-contrast backgrounds

On a light background.



On a dark background.



On a light background.
Use black or dark blue.



On a dark background,
Use white.



How to Use

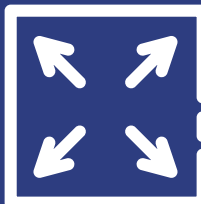
CORE RULES



Use only official logo files
Download at:
novaukraine.org/get-involved/



Do not modify
Do not change colors,
proportions, or add effects.



Keep clear space
Always leave enough space
around the logo.



Ensure readability
Use the minimum size and
high-contrast backgrounds.

DO



Use official colors



Ensure good contrast



Ensure good contrast

DON'T



Do not stretch or distort



Do not place on busy backgrounds



Do not change colors

Brand Colors

Color Palette - Core & Extended

Primary Palette

Colors in our primary palette are the ones we use most often and use to draw attention or to highlight important elements.



Night Blue

HEX #041E42
RGB
R=4, G=30, B=66
CMYK
C=100, M=72, Y=0, K=73
Pantone 282 C

Twilight Blue

HEX #2E3E80
RGB
R=46, G=62, B=128
CMYK
C=99, M=83, Y=0, K=17
Pantone 3584 C

Royal Blue

HEX #1D57A5
RGB
R=29, G=87, B=165
CMYK
C=94, M=67, Y=0, K=0
Pantone 2133 C

Sky Blue

HEX #0077C8
RGB
R=0, G=119, B=200
CMYK
C=100, M=35, Y=0, K=2
Pantone 3005 C

Golden Rod

HEX #FFD100
RGB
R=255, G=209, B=0
CMYK
C=0, M=5, Y=100, K=0
Pantone 109 C



Secondary Palette

Colors in our secondary palette support design elements by providing contrast or by making it easier to produce designs with limited colors.

Gray

HEX #888B8D

RGB

R=136, G=139, B=141

CMYK

C=44, M=34, Y=29, K=10

Pantone Cool Gray 8 C

Light Blue

HEX #D1DDE6

RGB

R=209, G=221, B=230

CMYK

C=15, M=4, Y=0, K=0

Pantone 642 C

White

HEX #FFFFFF

RGB

R=255, G=255, B=255

CMYK

C=0, M=0, Y=0, K=0

Pantone Paper / White

Black

HEX #101820

RGB

R=16, G=24, B=32

CMYK

C=100, M=61, Y=32, K=96

Pantone Black 6 C

Color Birds

A color reference showing which colors are used in the logo.



Twilight Blue

HEX #2E3E80
RGB
R=46, G=62, B=128
CMYK
C=99, M=83, Y=0, K=17
Pantone 3584 C

Sky Blue

HEX #0077C8
RGB
R=0, G=119, B=200
CMYK
C=100, M=35, Y=0, K=2
Pantone 3005 C

Golden Rod

HEX #FFD100
RGB
R=255, G=209, B=0
CMYK
C=0, M=5, Y=100, K=0
Pantone 109 C

White

HEX #FFFFFF
RGB
R=255, G=255, B=255
CMYK
C=0, M=0, Y=0, K=0
Pantone Paper / White

**if the background is dark*

Color Text

This color is allowed to be used for text throughout the entire document.

Royal Blue

HEX #1D57A5
RGB
R=29, G=87, B=165
CMYK
C=94, M=67, Y=0, K=0
Pantone 2133 C

**if the background is light*

Color contrasts

Use the combinations below to ensure readability and accessibility standards (WCAG AAA).

Use light colors for dark backgrounds, and dark colors for light backgrounds.

If the background is complex, use the most contrasting color from our palette.

This rule applies to both logo color selection and text color.

White

HEX #FFFFFF

RGB

R=255, G=255, B=255

CMYK

C=0, M=0, Y=0, K=0

Pantone Paper / White

Light Blue

HEX #D1DDE6

RGB

R=209, G=221, B=230

CMYK

C=15, M=4, Y=0, K=0

Pantone 642 C

**if the background is dark*

Night Blue

HEX #041E42

RGB

R=4, G=30, B=66

CMYK

C=100, M=72, Y=0, K=73

Pantone 282 C

Twilight Blue

HEX #2E3E80

RGB

R=46, G=62, B=128

CMYK

C=99, M=83, Y=0, K=17

Pantone 3584 C

**if the background is light*

Night Blue

HEX #041E42

RGB

R=4, G=30, B=66

CMYK

C=100, M=72, Y=0, K=73

Pantone 282 C

Black

HEX #101820

RGB

R=16, G=24, B=32

CMYK

C=100, M=61, Y=32, K=96

Pantone Black 6 C

**If the text is placed on a colored background, you should use a text color that provides maximum contrast with it, or place the text on a light blue color block.*

Typography

Color Palette — Core &
Extended

Typography

Mulish

This typeface is the primary font for brand communications. It is used across most formats and touchpoints, ensuring a consistent and unified visual identity.

Link in Google fonts:

<https://fonts.google.com/specimen/Mulish>

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

Presentation

1.	TITLE	36
		Black
2.	Headline 1	28
		Extra Bold
3.	Headline 2	22
		Bold
4.	Headline 3	18
		Extra Bold
«	<i>Quote</i>	12
		Italic
//	Basic text	12
		Regular

Document

	TITLE	16
		Black
	Headline 1	14
		Extra Bold
	Headline 2	14
		Bold
	Headline 3	12
		Semi Bold
	<i>Quote</i>	12
		Italic
	Basic text	12
		Regular

Use of Quotations

For quotes, use the Mulish typeface in italic. Quotes may be used without a background if the text is clearly legible, or with a Light Blue background to separate the quote from the background or to give it additional emphasis.



Remember: we are not alone — and Nova Ukraine's role is to be a force multiplier for every person who shows up to fight for Ukraine's future.

— Nova Ukraine CEO Ambassador Erin E. McKee



Know that your voice, your urgency, your refusal to accept what is — these are not liabilities. They are precisely what leadership demands. Especially now, when the stakes are this high.

— Nova Ukraine CEO Ambassador Erin E. McKee

Font pairs

Playfair Display

This is our secondary typeface. It can be used for large headlines, greeting cards, and merchandise. This font is intended to emphasize elegance and a more formal tone in brand communications.

Attention!

This font has strict limitations and may only be used as an accent, not exceeding 10% of the total content on a slide. Use this font only for **headlines** and **large titles** (flyers, posters, etc.)

Link in Google fonts:

<https://fonts.google.com/specimen/Playfair+Display?query=Playfair+Display>

For better readability of numbers, we recommend using the **Case-Sensitive Forms** feature (for Adobe & Figma products), **Use contextual alternates** (for Microsoft products).

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Icons

Color Palette — Core & Extended

Use of Icons & Infographics

Only icons from our library may be used.

On the right are a few layout options for presenting infographic data—with an icon/additional element or as a standalone numeric value. Please use these exact variations and proportions when creating infographics.

If the icon you need is not available, please send us a request by email.

Link to Icons Library:

<https://www.figma.com/design/nZ5cVz46k2opna0E3jimtn/Brandbook?node-id=7-2&t=t2aqDPE0PKViXA64-4>

Attention!

Do not change the thickness of icon lines or use third-party emojis in reports.

51.39%

of NU's aid is allocated to the medical sector



3,517+

Volunteers in Ukraine



3,517+

Volunteers in Ukraine

NOVA
UKRAINE



Дякуємо! [dya-koо-YEH-mo]

Thank you!

Official Visual Identity Guidelines

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