

Brand Guidelines

МИ З УКРАЇНИ!



**МІЖНАРОДНИЙ
БЛАГОДІЙНИЙ ФОНД**

Brand Guidelines					2			
Contents	01 The Logo					Page	3/15	
	02 Color Palette					Page	16/18	
	03 Typography					Page	19/20	
	04 Pattern					Page	21/23	
		05 Texture					Page	24/26
		06 Social media					Page	27/30
		07 Applications					Page	31/52

The Logo

A large, bold, yellow logo consisting of the characters '0' and '1' in a sans-serif font, positioned on the right side of the slide. The '0' is a thick, rounded shape, and the '1' is a thick, vertical shape with a small diagonal cutout at the top.

The Logo



The Logo

МИ З УКРАЇНИ!



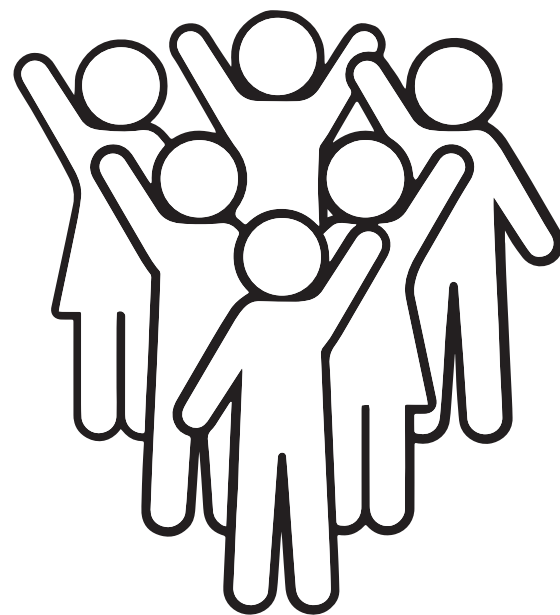
**МІЖНАРОДНИЙ
БЛАГОДІЙНИЙ ФОНД**

МИ З УКРАЇНИ!



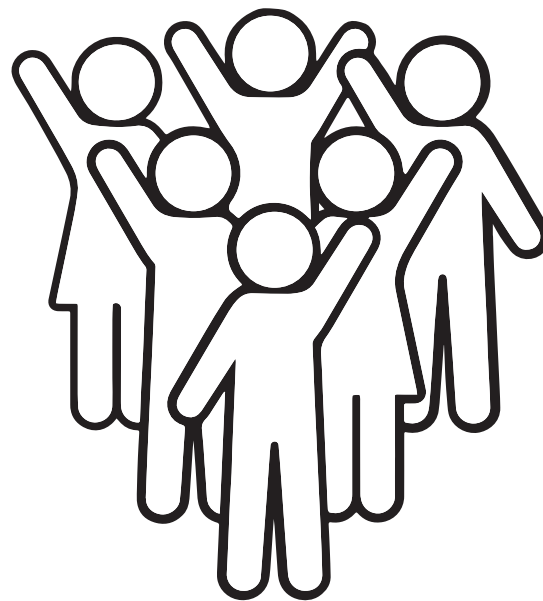
The Logo
on white

МИ З УКРАЇНИ!



**МІЖНАРОДНИЙ
БЛАГОДІЙНИЙ ФОНД**

МИ З УКРАЇНИ!



The Logo
on black

МИ З УКРАЇНИ!

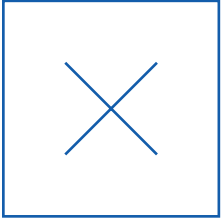


**МІЖНАРОДНИЙ
БЛАГОДІЙНИЙ ФОНД**

МИ З УКРАЇНИ!



Safe zone



The Logo
English



The Logo
English

WE ARE FROM UKRAINE!



**INTERNATIONAL
CHARITABLE FOUNDATION**

WE ARE FROM



UKRAINE!

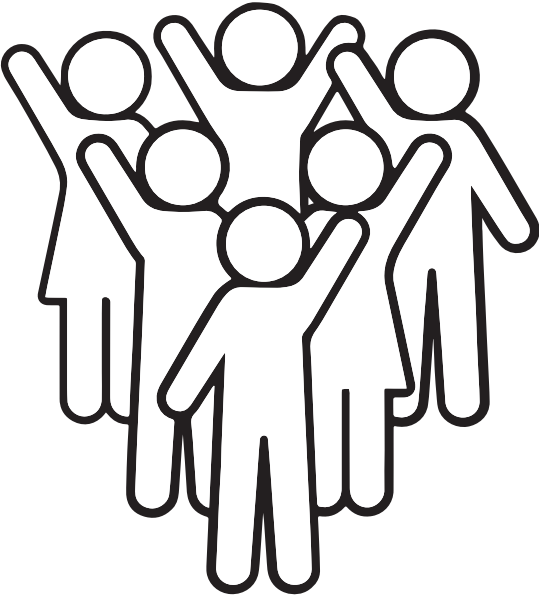
The Logo
on white

WE ARE FROM UKRAINE!



**INTERNATIONAL
CHARITABLE FOUNDATION**

WE ARE FROM



UKRAINE!

The Logo
on black

WE ARE FROM UKRAINE!



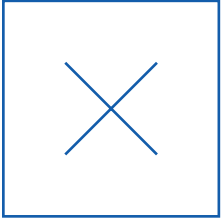
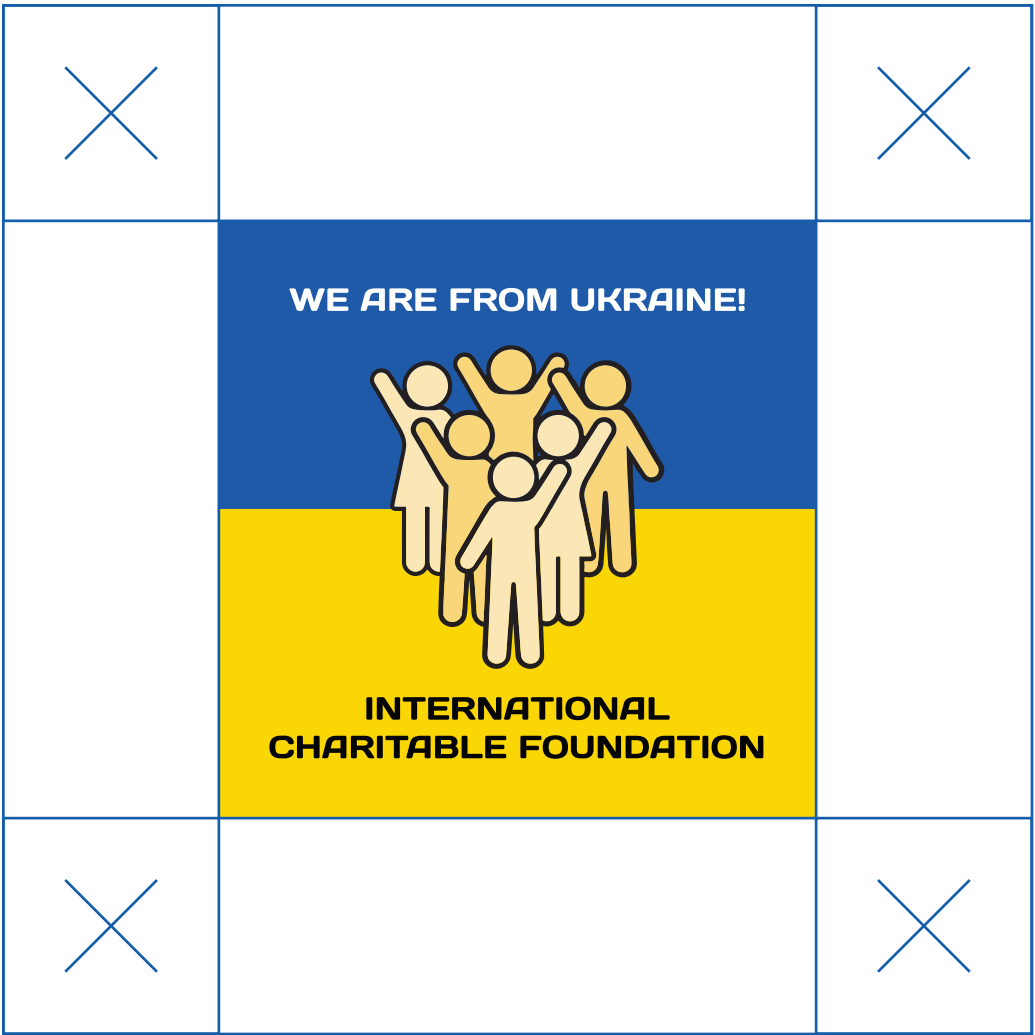
**INTERNATIONAL
CHARITABLE FOUNDATION**

WE ARE FROM

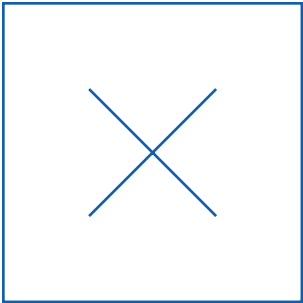
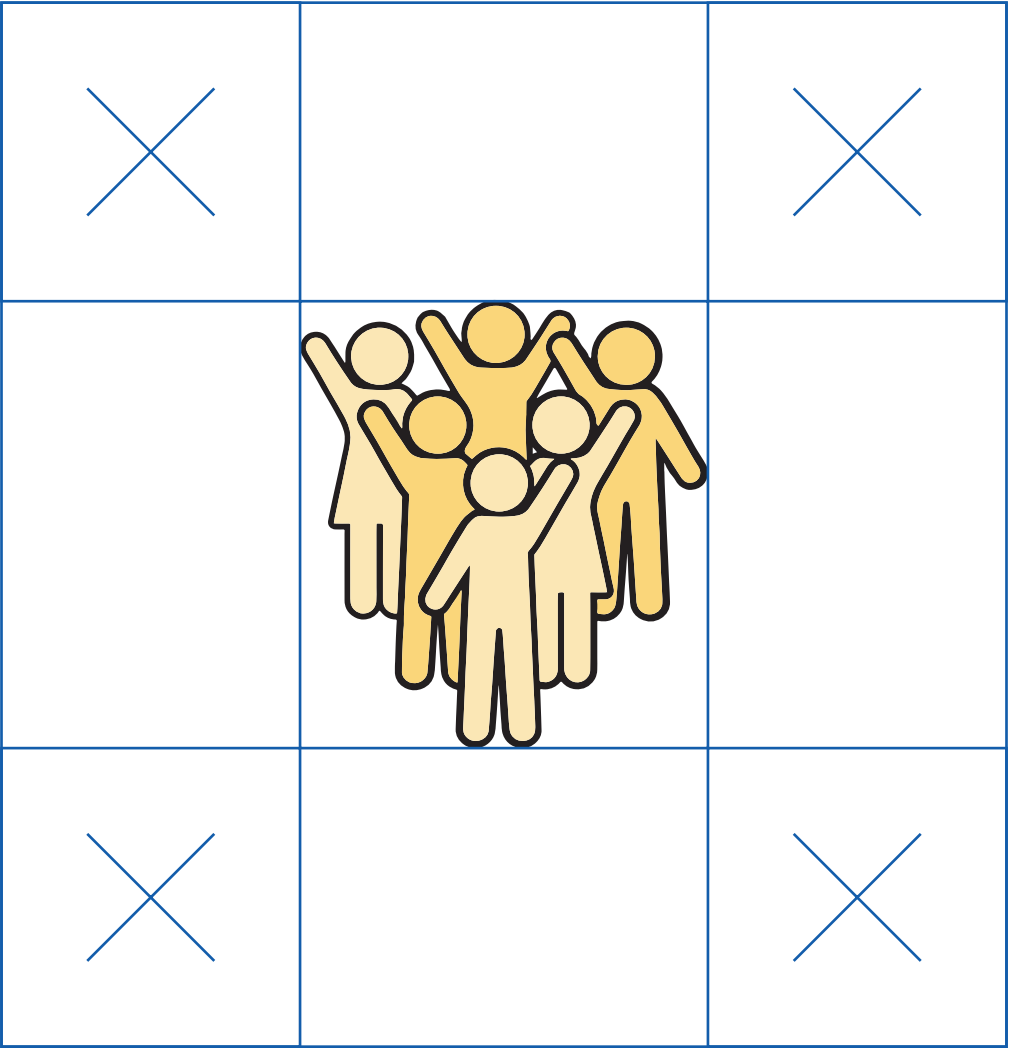


UKRAINE!

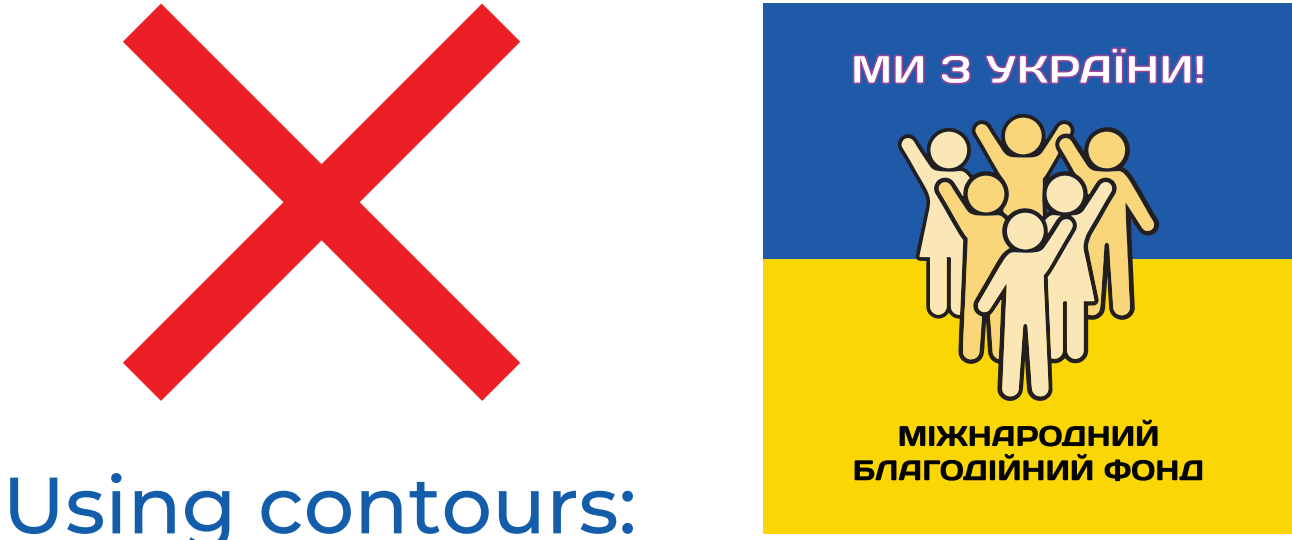
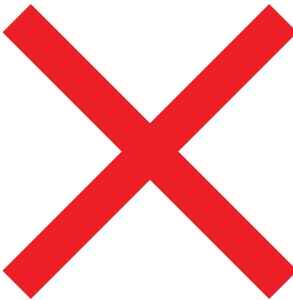
Safe zone



Safe zone
of symbol



Prohibited usage



Color Palette

O2

Colors

	Blue	Yellow	Sand	Mat gold
	CMYK: 100 52 0 0 PANTONE: 2935 C RGB: 0 87 184 HEX: 0057B8	CMYK: 0 2 98 0 PANTONE: YELLOW 012 C RGB: 255 215 0 HEX: FFD700	CMYK: 1 8 33 0 PANTONE: 7401 C RGB: 252 230 181 HEX: FCE6B5	CMYK: 2 14 62 0 PANTONE: 134 C RGB: 250 215 124 HEX: FAD77C

Secondary
Colors

white

CMYK: 0 0 0 0
PANTONE: WHITE
RGB: 255 255 255
HEX: FFFFFFFF

Black

CMYK: 0 0 0 100
PANTONE: BLACK C
RGB: 0 0 0
HEX: 000000

Typography

03

Typography

Aa

Aa

Days Regular – Regular

***AaBbCcDdEeFfGgHhIiJjKkLlMn
NnOoPpQqRrSsTtUuVvWwXx
YyZz 0123456789@#\$\$%^&****

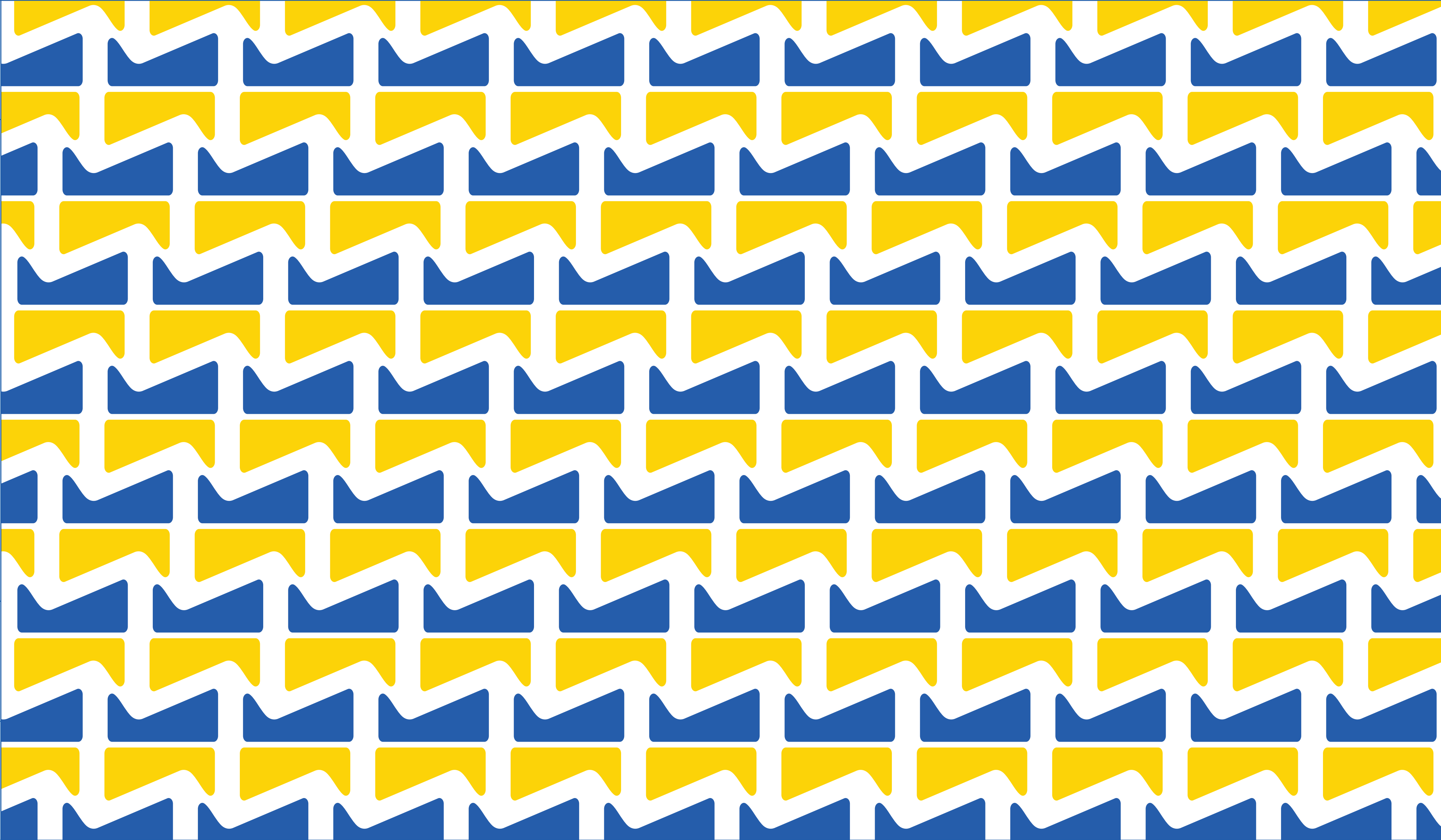
Montserrat — Medium

**AaBbCcDdEeFfGgHhIiJjKkLlMn
NnOoPpQqRrSsTtUuVvWwXx
YyZz 0123456789@#\$\$%^&***

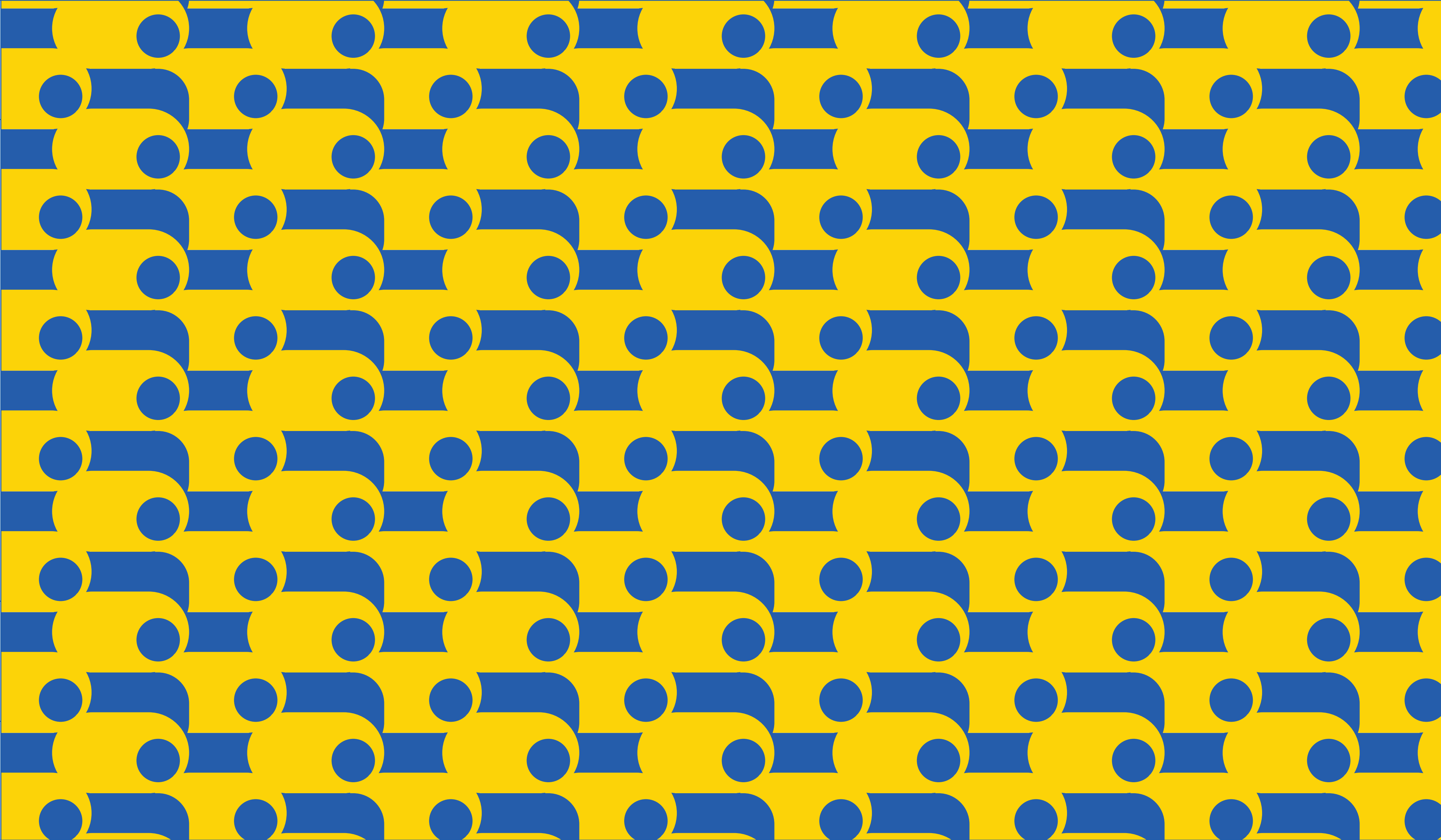
Patterns

04

Logo
Pattern



Logo
Pattern



Texture

05

Texture



Texture



Social media

06

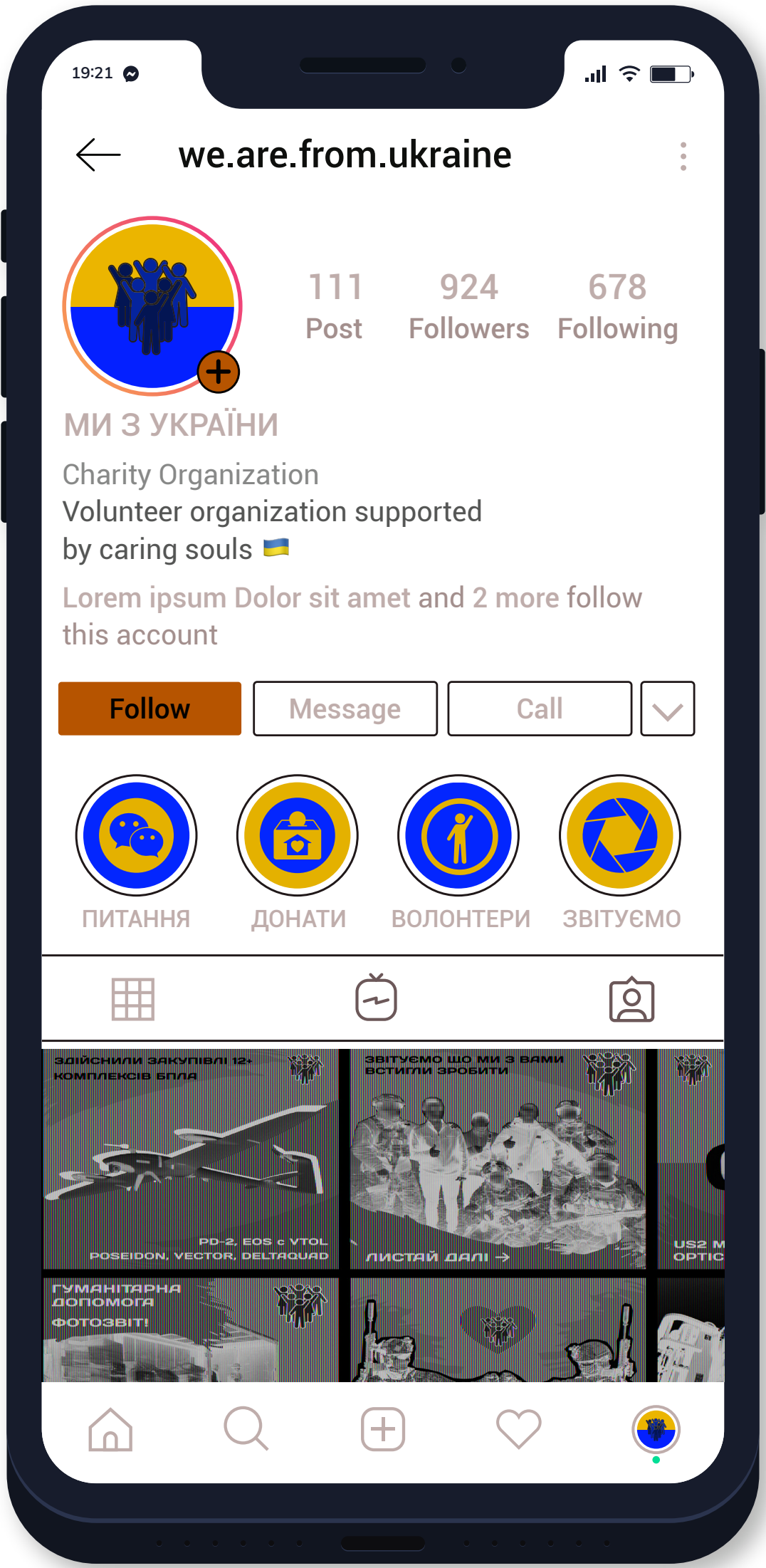
Social icon,
highlights



social icon



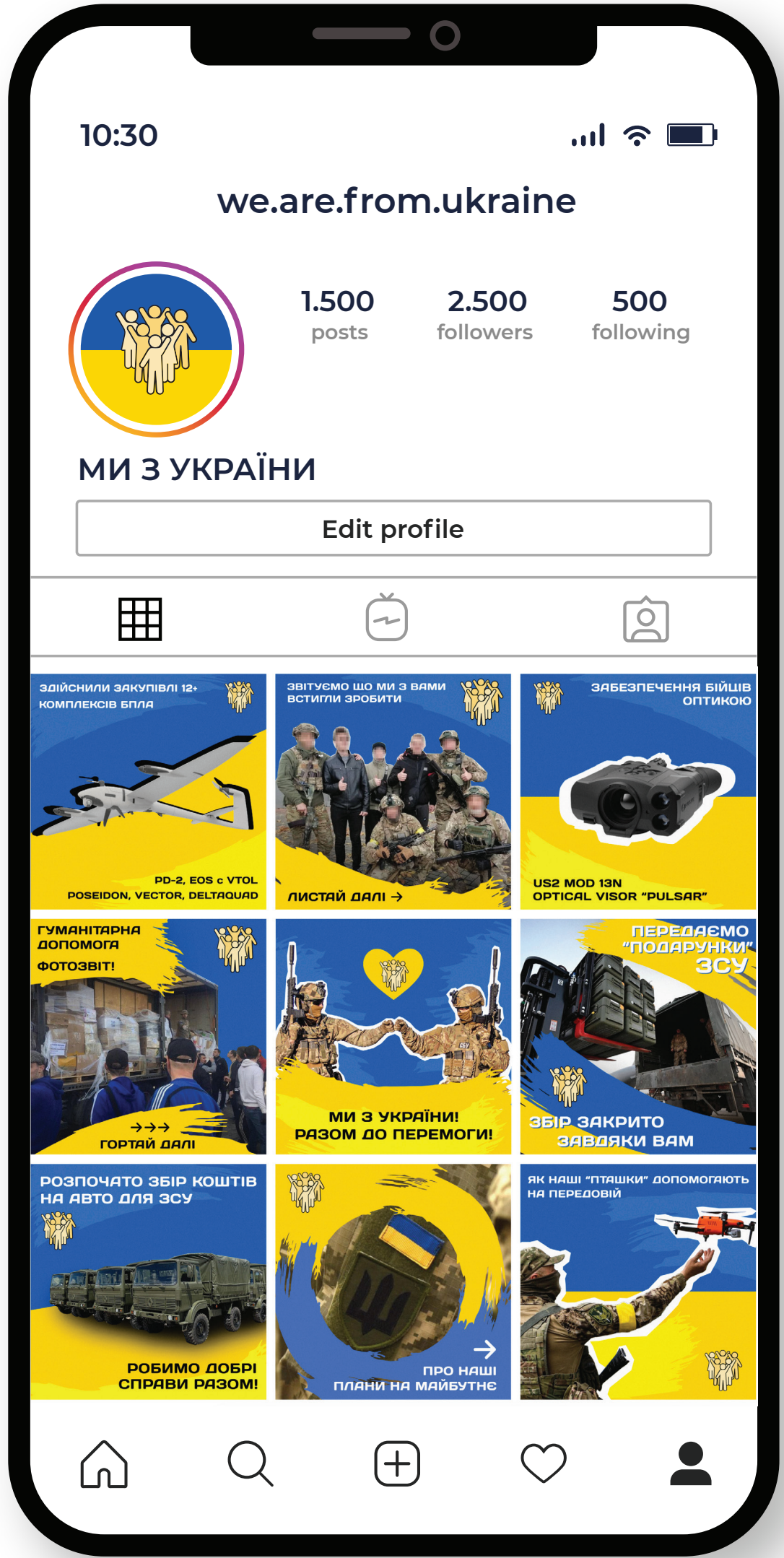
highlights covers



Content



Social media mockup



Applications

A large, bold, yellow 'O7' logo is centered on the right side of the slide. The 'O' is a thick, rounded letter, and the '7' is a thick, stylized number with a horizontal top bar and a diagonal stem. The background is a solid blue color with a faint yellow grid pattern.

Business card



Form



Envelope



Folder



Calendar



Sticker



Paper
package



Notebook



Flyer



Box



Poster



Pen



Sing



Flag



Clock



Cup



Braselet
exp



Braselet
paper



Hoodie



T-shirt



Cap



Bag



Citylite



Stand



Billboard



Transport



Thank you

ZOND

agency

zond.agency