# Empowering Youth Organizations in Neighborhood East for Digital Inclusion and Peacebuilding EYONEDIP project

# BRAND USAGE GUIDE

# EYONEDIP Brand Overview

## 1.1 Brand Essence

EYONEDIP represents growth, empowerment, unity, and forward movement. The dynamic human figures and upward curves symbolize collaboration, youth energy, and progress.

## 1.2 Logo Meaning

- The upward motion reflects development and opportunity.
- Multiple human figures represent inclusivity and teamwork.
- The color transition (warm to cool tones) symbolizes diversity and balance.

## 1.3 Logo Versions

The following logo variations are approved for use:

1. Full Color (Primary Version)
2. Monochrome Dark (for light backgrounds)
3. Monochrome White (for dark backgrounds)
4. Icon Only (without typography, when space is limited)

The full-color version is the preferred and primary logo.

# Logo Usage Rules

## 2.1 Clear Space

Maintain clear space around the logo equal to the height of the letter "E" in EYONEDIP. No text, images, or graphic elements should enter this space.

## 2.2 Minimum Size

To ensure readability:

- Print: Minimum width 30 mm
- Digital: Minimum width 120 px

The logo should never be scaled below these dimensions.

## 2.3 Background Usage

Approved backgrounds:
- White
- Light neutral gray
- Solid brand blue
- Dark navy (use white logo version) Avoid:
- Busy or patterned backgrounds
- Low-contrast color combinations
- Gradients that reduce readability

# Color Palette

## 3.1 Primary Colors

HEX: #EF4137 RGB: 239, 65, 55 CMYK: 0%, 73%, 77%, 6%
HEX: #214081 RGB: 33, 64, 129 CMYK: 74%, 50%, 0%, 49%
HEX: #F37123 RGB: 243, 113, 35 CMYK: 0%, 53%, 86%, 5%
HEX: #FFFFFF RGB: 255, 255, 255 CMYK: 0%, 0%, 0%, 0%
HEX: #2E86C1 RGB: 46, 134, 193 CMYK: 76%, 31%, 0%, 24%

## 3.2 Color Usage Rules
- Blue is the dominant corporate color.
- Orange and red should be used for energy and highlights.
- Accent light blue may be used in digital layouts and backgrounds.
- Do not alter or replace brand colors.

# Typography

## 4.1 Primary Typeface (Web & Print) Recommended Font

Family: Montserrat / Poppins Usage:

- Headlines: Bold
- Subheadings: Semi-Bold
- Body Text: Regular

## 4.2 Typography Hierarchy

H1 – Main Title (Bold, Large Size) H2 – Section Titles (Semi-Bold) Body – Regular weight Captions – Light or Regular, smaller size

## 4.3 Typography Rules

- Use consistent alignment (left-aligned preferred).
- Avoid decorative or script fonts.
- Maintain sufficient contrast between text and background.

# Incorrect Usage & Applications

## 5.1 Incorrect Logo Usage

Do NOT:

- Stretch or distort the logo
- Change brand colors
- Add shadows or effects
- Rotate the logo
- Rearrange logo elements
- Place the logo on low-contrast backgrounds

## 5.2 Applications

The EYONEDIP logo may be used on:

- Social media posts and profile images
- Event banners and roll-ups
- Official documents and reports
- Website headers and email signatures
- Presentations (PowerPoint, Google Slides, Keynote)
- Merchandise (t-shirts, notebooks, badges)

## 5.3 Co-Branding Rules

When placing alongside partner logos:

- Maintain equal visual weight
- Respect clear space rules
- Separate logos with a thin vertical line or adequate spacing
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## Erasmus+ Emblem & EU Funding Visibility Rules

https://commission.europa.eu/document/download/3192a0ef-6bda-4e1a-81ca-65ade2ffad73_en?filename=eu_emblem_rules.pdf

## Reference to support letters from:

Municipality of Yerevan

Municipality of Pankow_Berlin

Ministry of Education, Science, Culture and Sports of the RA