



Brand Guidelines

ECO-WALKS PROJECT

What are brand guidelines?



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

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

Logo



A logo is the visual representation of our project. It is an icon that symbolizes the project's goals, objectives and values. It can be used on all print media, all advertising platforms, websites, and other external communications.

Logo placement guidelines:

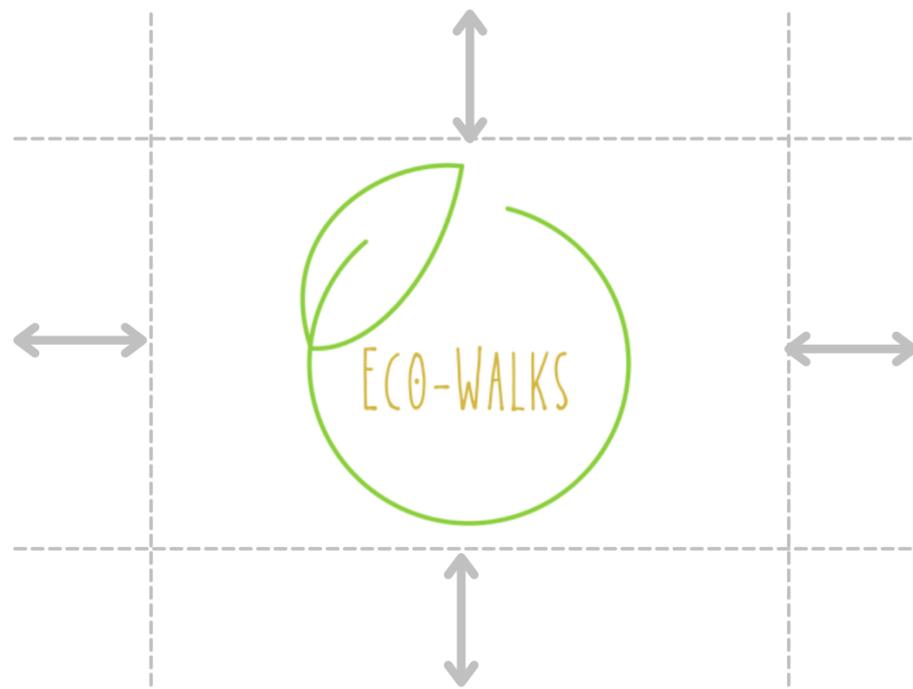
- The ECO-Walks Project's logo should be prominent and visible in all visual communications.
- It should not be placed with another graphic or edited to create a new image.
- For legibility, keep the area around the logo clear.
- The project logo colors can not be changed or modified. Use only the provided official images.

Logo application & versions



Vertical logo

Minimum width: 0.5 inch



Other logos versions



Keep at least 5 cm distance from the edge of the logo to the next visual element

Minimum size of the logos must be two inches in width.

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

Color Palette



The color palette sets a visual tone for the ECO-WALKS brand. Colors can also create a strong brand recall when it is associated with your brand.

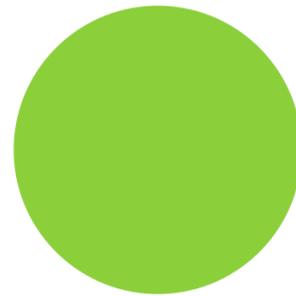
Color palette guidelines:

- There is a primary palette and limit it to up to 3 colors.
- The main colors are the same from the official logo
- A secondary color palette may be used to complement the primary palette but never to substitute.
- Consistent use is important.

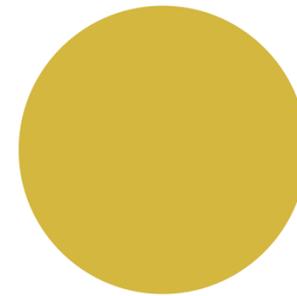
Color Palette



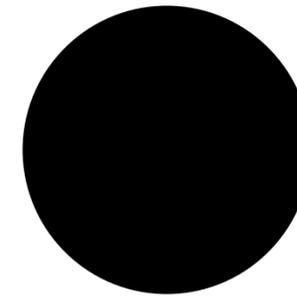
Primary palette



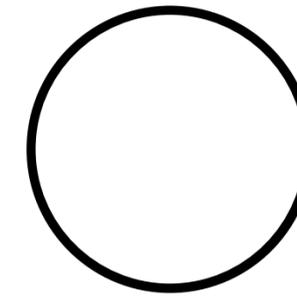
Yellow Green
#8BD03B
33, 0, 72, 18
139, 208, 59



Old Gold
#D3B73E
0, 13, 71, 17
211, 183, 62

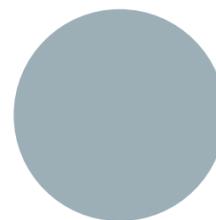


Black
#000000
0, 0, 0, 100
0, 0, 0

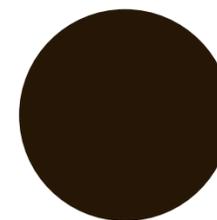


White
#ffffff
0, 0, 0, 0
255, 255, 255

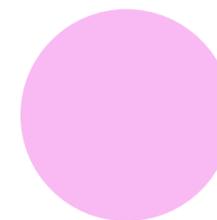
Secondary palette



Pewter Blue
#9cafb7
15, 4, 0, 28
156, 175, 183



Bistre
#251605
0, 41, 86, 85
37, 22, 5



Plum Web
#f9b9f2
0, 26, 3, 2
249, 185, 242

Typography



Having a signature font contributes to a strong brand. It is considered as a visual component and should be consistent throughout.

Typography guidelines:

- Select a font for the logo and heading
- Select a font each for subheadings and body font. Note that these fonts can be the same, but can vary in size or style.
- Assign a standard size for the use of each
- Keep fonts simple and clean

Typography guidelines



HEADING

Petapon, 95 pt

SUBHEADING

Petapon, 55 pt

Body

Nourd, 35 pt

Photography



Photographs are a great way to show the project activities. This can be photos of outdoor activities, people in action, nature lovers etc. To provide consistency, all photos will be provided by the project partnership.

Photography guidelines:

- Please use the whole photo as much as possible and do not crop.
- All photos have already been through post-processing.
- Do not flip the photos.

Photography

